The National CLEANER & DYER

JANUARY, 1950

Left: Showmanship at fashion show enhances the reputation of Kraus Cleaners of Memphis, Tennessee, for quality dry-cleaning. For story and more photographs turn to page 36

SIMPLE IDENTIFICATION SYSTEM . . . . . Page 40

NEW ENGLAND PLANT IN PICTURES . . . . . Page 44

WINNING CUSTOMERS AT COUNTER . . . . . Page 48

TRAINED DRIVERS SELL HOUSEHOLD . . . Page 60

How to keep filter pressures low and profits high

Keeping filter pressures low for a maximum period of time—and so keeping cleanouts to a minimum—is essential to the economical operation of your solvent recovery system.

Thousands of dry cleaners have found that this can best be accomplished with Hyflo*, the original high speed filter powder.

The secret of Hyflo's effectiveness lies in the fact that it is composed of tiny particles that build up an open, porous "cake" on the filter screen. This Hyflo cake is fine enough to trap out all the suspended impurities from the solvent, yet sufficiently porous to prevent clogging. As a result, the clean, clear solvent flows through freely and at high speed. Filter pressures stay low longer, shutdowns for cleaning filter screens are reduced.

This means faster cleaning . . . faster rinsing . . . more thorough cleaning . . . a reduction in odor troubles . . . and greater solvent economies because the solvent stays clean longer, requires distilling less often.

If you want to find out more about Hyflo and how to use it correctly, ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It will also tell you how to keep your filter system operating at top efficiency. Johns-Manville, Box 290, New York 16, N. Y.

*Reg. U. S. Pat. Off.

Johns-Manville

HYFLO the original high speed Filter Powder

Celoform
GENERAL
SPOTTER
Keystone ANILINE & CHEMICAL COMPANY
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Case (4x1 Gal.) . . $2.60 per Gal.
One Gallon . . . . . $2.85 per Gal.

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American Linen Supply Co., in Seattle, Wash., operates one of the most modern laundries in the Northwest. Throughout the plant they use Yarway Impulse Steam Traps—nearly 200 of them!

Yarways contribute much toward efficient, speedy operation of equipment. *They get it hotter, sooner and keep it hot!* For instance, the flat work ironers illustrated above are kept so hot by Yarway Traps that they use asbestos covers instead of the usual cotton cloth.

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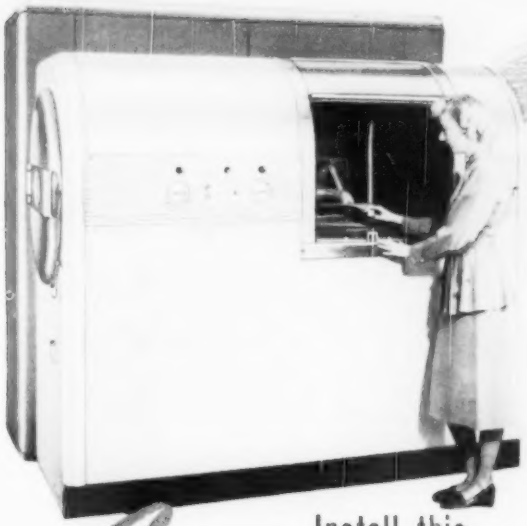

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cleans clothes cleaner · quicker · cheaper

"After eight years in this location, I thought I had about all the business I could get, but to my surprise, I doubled my business in seven months after installing a SEC-o-matic in my window" . . . says S. B. Nelson of Swift Cleaners, Elizabeth, N. J.

It's ANOTHER SEC-o-matic "exclusive"! For sheer beauty, no other unit can touch the SEC-o-matic! Its gleaming white enamel and monel fittings (simple to spruce up with just a damp cloth) instill confidence in prospective customers that "here's a sanitary store that looks like it does a good job."

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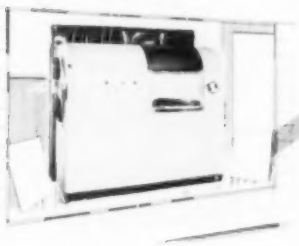
CHECK THESE *IMPROVED* FEATURES: Simple Automatic Controls · One Unit Contains Everything · Occupies only 5¾ x 7½ ft. · Up to 90 lbs. per hour · Time-proved Turbulent Agitation · Solvent-Saving High-Speed Extraction · REVOLUTIONARY NEW SIDE-OPENING FILTER · Tumbler Deodorization · Positive Fume Removal System · Packless, No-Leak Valves.



SEC Cleaning Systems

Reg. U.S. Pat Off.

65 La France Avenue, Bloomfield, New Jersey

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National CLEANER and DYER

VOL. 41 JANUARY, 1950 NO. 1

DUNN'S DOINGS

BY the time the reader gets this copy of the paper we'll have another schedbey burning the midnight oil. John Dunn, our North Dakota-Irish associate editor, will be down at the NICD taking the new ring cleaning course. That's so the next time John lets us for a raise we can bay him off with the title of "Ring Cleaning Editor".

All kidding aside, we think the ring cleaning industry is still in its infancy. We also think it's on the verge of getting bigger and growing up rapidly. With the help of John Dunn we are preparing ourselves to aid in that growth. A report of his experiences will probably appear in the March issue.

Personally, John has our sympathy. When you've been away from the textbooks and lecture hall for a time, a heavy dose of schooling such as the NICD gives you can be engaged. Yet, if you can get the time for it, it is the best way to learn the most in the shortest period, and to learn it in a manner that stresses how each phase contributes to the unity of the whole industry.

Want a few telephone numbers in Washington or Silver Spring, Johnny?

* * * *

MISCELLANEA

THIS month's column includes some whimsy, so we could use the title of "miscellanea." Our fancy is tickled by the idea of a lot of little miscellaneous under foot.

Cost incident entails someone in our circulation department, who addressed a reader in Fair England. With great forbearance, the reader called this to the attention of our wholly innocent circulation manager, enclosing a large map of the "Old Sod." The blow would have been easier to bear, the subscriber said, had he not known that this circulation manager's name happened to be Kelly! Begorrah.

* * * *

At the recent Ohio convention it was a natural gesture on the part of Scotty Atkins, upon being re-elected president for another term, to call his wife up to the platform and thank her for her a bouquet of flowers from the convention. Those who have never served in association offices never fully appreciate the time and effort involved, nor the patience shown and sacrifices made by wives in order that their men can help build the development industry. — W. R. P.

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Yes, you'll save time, trouble and labor when you give all soiled garments the *RSR* treatment before wet cleaning . . . You'll turn out more work and uniformly *better* work . . . It's good business!

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Quietest single-press air vacuum system made —powered by Pantex unique four-stage turbo exhauster . . .

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No expensive piping • Easy to install on any garment press

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437-1

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With This Line of Co-ordinated Synthetic Machines

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Whether you need one machine or a complete new plant, you'll benefit by buying from VIC, because every machine in this line is engineered to the most modern degree . . . and is tops in ruggedness, dependable performance, low operating cost, and large capacity.

VIC SUPER PER—With Automatic Shaker Filter, Has Built-in Recovery Unit; Large basket; Lowest Priced Semi-Automatic Per Machine On the Market! Price $4,645.

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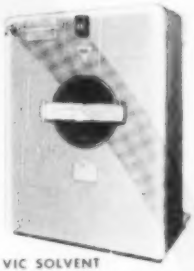

VIC SOLVENT SAVER—Model 24; 35 to 40 lbs. Per Unit; Goes Thru Standard Door; Direct Motor Driven; All Steel Construction. Price $1,495.

VIC AUTO PER—Full-Automatic or Manual Operation; Built-In Recovery Unit; Automatic Still Included.

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Introducing

The VIC SPECIAL PER with Built-in Recovery Unit

This low-priced synthetic unit fits the needs of every dry cleaning plant, large or small. For modest sized plants doing $600 or less per week, it is just right in size, price and capacity. For the large plant, it is ideal for reruns and specials. Place it next to your spotter. Price $2,895.

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All prices f.o.b. factory.

EXPERIENCED SINCE 1912

Watch for the VIC "Silk" Synthetic Next Built-in Recovery Fully Automatic Lower in cost than any 50 to 60 lb. unit on the market today!

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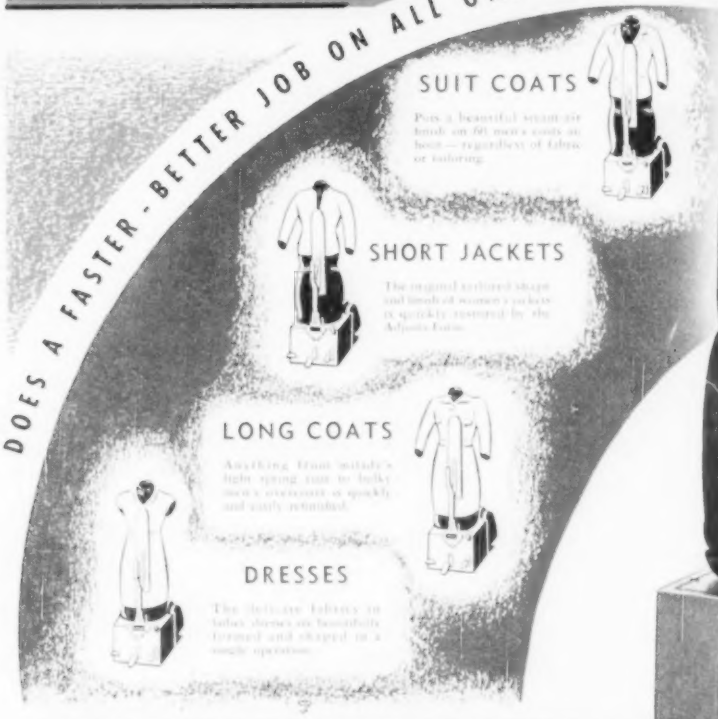

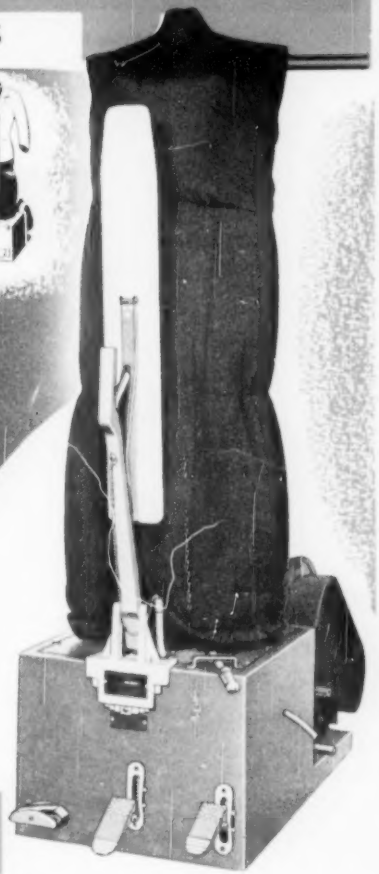

THE ONLY STEAM-AIR FINISHER WITH FORM CONTROL

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Adjusta-Form offers quality finishing, too! Steam-air finishing leaves no tailor shop shine — no pucker in seam marks.

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LETTERS to the editor

Correction on Price-Cutting Chart

Dear Editor:

I have just been studying John Carruthers' article contained in The National Cleaner and Dyer of November 1949, titled "The Economics of Price Cutting."

I find difficulty in understanding how he arrives at a figure of $350 for the sales income as the result of a 10 percent decrease in price.

I would appreciate an explanation of this figure.

JULIUS MINTZ

Madison, Wisconsin — *Modern Cleaners and Dyers*

It is no wonder that you are confused about the explanation of the chart on "Economics of Price Cutting" because a line was left out of the copy and the figure $350 should be $360.

The missing line is, "If the plant is operating at 80 percent of capacity then a 10 percent decrease of price would reduce sales income to $360 per week," etc.

You can easily see, then, that at 80 percent capacity the volume would be insufficient to meet the new break-even point of $375 and the volume would have to be increased to get the business out of the red.

You can also see Mr. Carruthers' point that even if the plant were operating at full capacity at the new price, the margin between the break-even point and total receipts would amount to less than it did at the former price and the plant only operating at 80 percent of capacity.—EDITOR.

Suggestions for Window Display

Dear Editor:

We have been receiving THE NATIONAL CLEANER & DYER since we started in business a little over a year ago, but we already realize how much help it can be to the small cleaner. Each month the magazine is read from cover to cover, and then we always see that our employees read certain articles that pertain to their jobs. In the September issue we were interested in the article "Customer Control to Increase Sales." We have been using the direct-mail form of advertising since we started our business.

This letter, however, isn't just to praise your magazine. We want to tell you about an idea of ours that has been very successful.

We have always tried to keep our front windows attractive. Mostly we have the season's flowers displayed. This fall we decided we needed something different—something that would attract the public's attention and arouse their interest. We are located in a section of town that prides itself on backing the sports of the local high school. So, we decided to lead in a move to really get behind the football team.

Our first move was to contact the coach and principal of the high school. They gave us their O.K. and also helped us by supplying two football uniforms and the season's schedule. We had the schedule printed on a large sign with room to write the scores after each game. Borrowing two store dummies, we dressed them in the uniforms, complete with hip and shoulder pads, and placed them in a window decorated with the colors of the school. After this we contacted many of the older residents of the neighborhood and placed an ad in the local paper for pictures of the old football teams. The oldest picture we received was of the first team in 1914.

After a splendid article about our windows in the neighborhood paper, families started parking their cars to come over and look at them. Fathers would show their sons what they looked like when they played football and many people saw themselves in the photos. The students would stop and compare their team today with the older ones. (These students, incidentally, are very good customers.) From every standpoint—creating goodwill with our neighbors, obtaining new customers, and getting our name in the family circle—our windows have been a real success.

We thought perhaps other cleaners, if they could hear the direct results of such a display, would try to work out one of their own. It wouldn't necessarily have to be on local sports, but just something that is important to the people in the section of town where they are located. We are sure since your magazine reaches so many cleaners that some will benefit from our experience.

GEORGE and IRVING BRODE

Akron, Ohio — *Brode Dry Cleaning Company*

Casualties of the Cold War

Dear Editor:

I had a drycleaning and dyeing establishment in Prague, Czechoslovakia. In the factory were employed 180 employees.

Our drycleaning work was started by my father in 1910 year. You had in your book an article about my father, Mr. Charles E. Teyrovsky, in year 1929 or 1930.

Our factory was nationalized in February 1948 and all my property was expropriated without any compensation during the communist overthrow.

Saving our very life, I flew with my wife from Czechoslovakia. Now we have been one year in Melbourne, Australia. I work in hospital's laundry, where my wife is working as nurse.

Melbourne, Australia — EDMUND TEYROVSKY

The above was a belated reply to explain why the writer had not filled out a questionnaire mailed to our subscribers some months ago. Good luck to Mr. Teyrovsky in his new life.—EDITOR.

Our Own United Nations

Dear Editor:

I thought you might be interested in an inquiry we have just received on *Appearance*. It came from Novex Cleaners in New Delhi, India, as a result of an ad run some months ago in your fine magazine.

Cleveland, Ohio — JAMES S. WATTENMAKER

The Southern Colonel *Foam Rubber* PRESS PAD UNIT

FOR DRY CLEANING PRESSES

- GIVES FASTER steam and vacuum action.
- ECONOMICAL—saves up to 50% on press pad purchases.
- THE PAD RETAINS SOFTNESS and firmness throughout its entire life.
- THE FOAM RUBBER UNIT gives a superior pressing job . . . that neat, well-tailored look.
- IT ELIMINATES button and zipper breakage . . . reduces shine to a minimum.

--GIVES YOU A *Vacation* FROM PRESSING WORRIES!

ORDER FROM YOUR SUPPLY JOBBER TODAY

This new unit for quality pressing consists of:

1 Foam Rubber Pad

1 Knitted Cotton Pad

1 Piece Asbestos Fabric

This outstanding new Foam Rubber Press Pad Unit is conveniently packaged and assembled by Southern Mills for fast, easy installation on dry cleaning presses.

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585 Wells St., S. W. Phone WAlnut 1100

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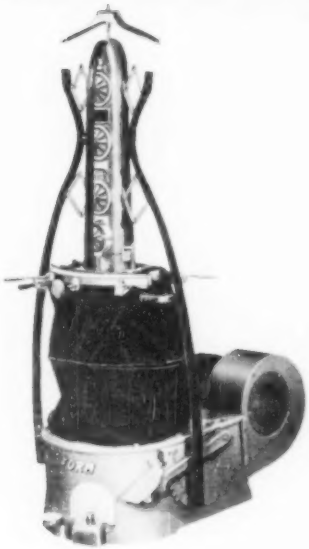
FLEXFORM

. . . puts just the right shape into KNITTED GARMENTS too!



FLEXFORM—the versatile ladies' garment finisher—is ideal, too, for shaping and finishing knitted sweaters, skirts and two-piece suits.

It provides **exact** sizes with speedy dial control. It assures even hems, and permits lustrous steam-air finishing. It saves on costly overhead . . . and **pleases customers,** without fail. Investigate this time-saving shaper-finisher-dryer **today.**

Off the press soon . . . the new
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If you today to reserve your free copy.

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PAINT-OIL-GREASE FORMULA

is Also the Most Economical

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2 PARTS PICRIN

COST: ONLY $2.77 PER GALLON
(when both products are purchased in cases)

1 gal. Cyclo @ $2.80, plus 2 gal. Picrin @ $2.75, divided by 3 equals $2.77 per gal. Further saving is effected when Cyclo or Picrin is purchased in bulk instead of cases.

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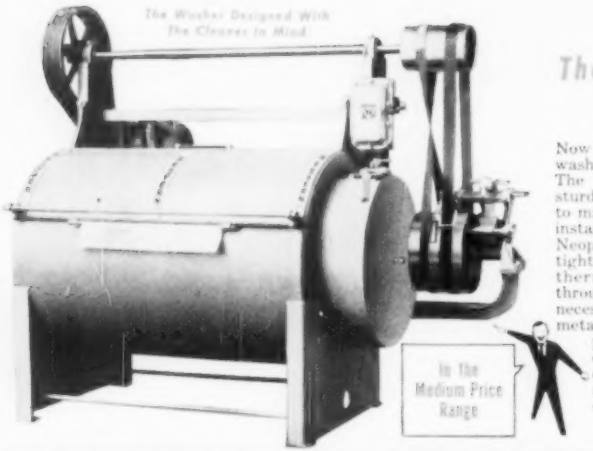

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Now Western offers the most outstanding washer value in the medium price range. The Western M-50 features an unusually sturdy, strikingly modern design in addition to many long life operating features.* For instance, the outboard bearing has a special Neoprene seal that eliminates packing, tightening or other adjustment. Electrotherm welded construction is featured throughout. Explosion-proof motor and all necessary devices are included. Modern all metal cylinder offers smooth working opposed sliding doors (choice of wood cylinder if desired.) 3 sizes, 3 types of drives are available: 30 x 36, 30 x 48, and 36 x 54 in end header, belted motor drive or direct motor drive.

NOW! Western Offers 24 MODELS
3 Price Ranges in Dry Cleaning Washers

The Most Complete Selection of Dry Cleaning Washers on the Market

The new complete Western Dry Cleaning Washer line is ready. Thoroughly field tested and proved, Western now can offer any plant, anywhere, the size and type machine their operating and budget requirements call for. The newly designed models are completely modern, thoroughly engineered and precision made. Model for model, price for price, compare how much more construction detail, performance, and features Western now offers for the money.

Write today, be sure and get the full details on Western — the only name that offers you a fully complete dry cleaning washer line.

Western Laundry Machinery Co.

NORTH KANSAS CITY, MO
ST. LOUIS, MO

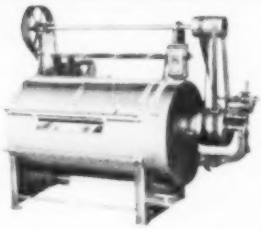
Western Laundry Machinery Co.
130 East 10th Avenue
North Kansas City, Missouri

Sirs: Please send me complete information on the washers I have checked. ☐ *Western M-50* ☐ *Western M-130* ☐ *Western M-500*

*Name*_____

*Address*_____

*City*_____ *State*_____



The Finest DC WASHER Investment On The Market

WESTERN M-500

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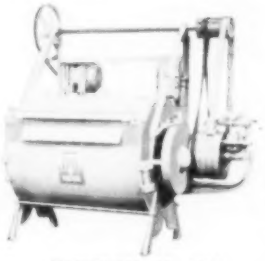

In the Low Price Range

WESTERN M-130

An economical washer to buy—and economical to use. In 2 sizes: 30 x 36, 36 x 54.

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They LEAD for EVERY CLEANING NEED

FASTER RESULTS . . .
HIGHER QUALITY . . .
GREATER ECONOMY!

NU-TEX
LIQUID FILTER SOAP

A top Dry Cleaning soap that increases pass-ups, speeds production, builds no filter pressure, and emphasizes economy. NU-TEX affords high soil removal from garments, yet is readily removed from solvent by any reclamation system. It may be used with water, as it forms an emulsion which remains stable, disperses in the solvent, and never breaks down. NU-TEX is also excellent for use as a hand-brushing soap.

KORO
LIQUID DETERGENT

Especially made for use in Filter Systems of dry cleaning. Also possesses high soil-removing qualities. KORO contains no fatty acids and leaves no odor in garments.

TOP QUALITY SOAPS for DRY CLEANING

NU-SO
SEMI-LIQUID SOAP

It brightens cottons and rayons like an ammonia soap and is so easy to use. Causes no wrinkling, shrinkage, or color bleeding. Leaves no odor in garments. It is especially made for use in the Filter System of cleaning. NU-SO disperses easily, builds no filter pressure, and is readily removed from the solvent. Its soil-removing qualities are comparable to paste soaps.

USE THESE NU-PRO SPOTTERS FOR SUPERIOR RESULTS

Lacquersol
NAIL POLISH REMOVER

Removes nail polish, enamels, other paints, varnish, salad oils, grease, airplane glue, etc. in a jiffy. Safe to use on all fabrics and all colors.

Nu-Spot
WET AND DRY SPOTTER

For quick removing of paints, grease, lacquer, oil, nail polish, lipstick, rouge, food spots, and other difficult stains.

NU-PRO MAGIC INK STICKS

A national favorite for removal of ink, fruit, berry, and other stubborn stains—in a flash! Easy to use, fast results, with economy. Two to a set.

THE NU-PRO LINE IS COMPLETE FOR YOUR EVERY NEED

TOPS—a concentrated Wet and Dry Cleaning Detergent.

NUSOLVO—a fine Pre-Spotter.

SYNSO—a Liquid Soap for use in synthetic systems.

PRE-SPOTTER S—also for use in synthetic solvents.

N. P. STRIPPER—may be used in copper kettle without danger of corrosion.

N. P. STAIN REMOVER—a fine quality product.

N. P. WATER REPELLENT.

P. F. S.—a fine Paste Filter Soap.

U-DOR-A LIQUID SPOTTER—a fine perspiration remover.

N. P. SIZE—a top dress size.

HYDROSITE—a fine Stripper and Stain Remover.

ORDER TODAY . . . AND BILL THROUGH YOUR NU-PRO JOBBER!

NU-PRO MFG. CO.
2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SIGNS of the times

Price Fixing, Pro and Anti: Dissension over the minimum-price-fixing provisions of the California licensing law is keeping the judges of that state busy. A suit has been filed in the superior court of San Mateo County against the State Board of Dry Cleaners by the operator of a chain of cleaning establishments. He argues that the minimum of $1.11 fixed for a "Scotch" or thrifty service is too high, and that the 89-cent price which he is charging yields a fair and reasonable profit. The suit is based on the contention that the delegation of price-fixing powers to a seven-man board of which six members operate in the industry is an "unlawful delegation of legislative powers."

On the other side of the fence, the Retail Dry Cleaners Association of San Francisco filed suit to enjoin 60 independent cleaners from cleaning suits for 79 cents. Pending a hearing in superior court, a temporary restraining order was issued directing the independents to charge the legal minimum of $1.29 for cleaning a suit.

* *

Cleveland Proposes Ban: Synthetic drycleaners of Cleveland, Ohio, have protested the proposal of the building commission, seconded by the City Plan Committee of the Council, to forbid all drycleaning plants in "local retail" zones. The protest was under advisement by the Legislation and Safety Committees which pass on legislation before it reaches the Council for action. The proposed ban would not apply to existing establishments.

* *

New York Zoning Decision Appealed: The decision of the Board of Standards and Appeals of New York City, permitting the operation of synthetic drycleaning plants in business neighborhoods, has been appealed.

Because of a legal technicality, the Board is the defendant in the appeal and the Neighborhood Cleaners Association of synthetic plants, which had appeared in the original case, cannot be heard without court permission. The association has applied for permission to appear, through Stanley Goldstein, its counsel.

At the time of writing no court decision had been made on the application for permission to be heard in the appeal proceedings.

The original suit, one of the first of its kind in a number of cities, aroused considerable interest throughout the country because of the precedent that might be set by the action of the New York City authorities.

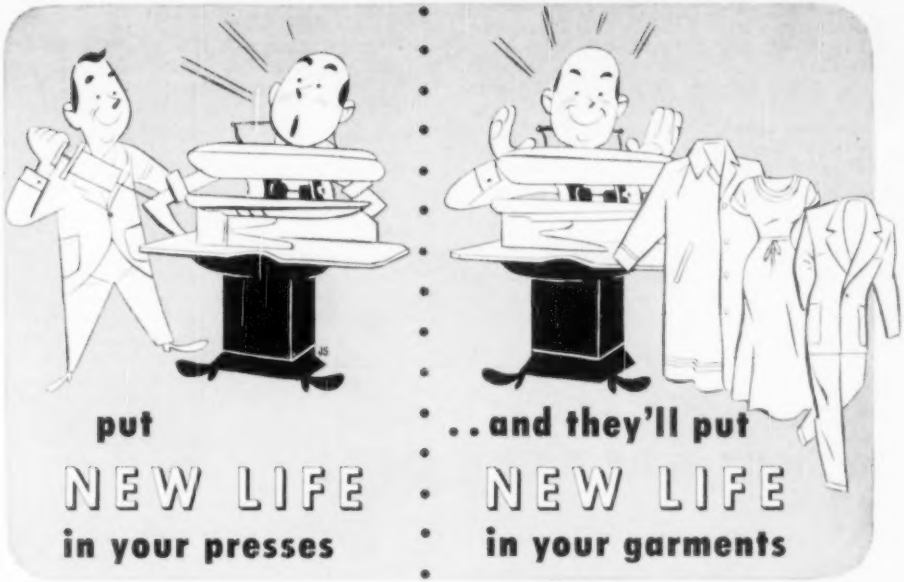
* *

Tax Reminder: Effective January 1, the federal social insurance tax is increased to 1.5 percent on wages and salaries of $3,000 and under. The increase applies to payments of both employers and employees.

Sweater Special Cooperative Success: A new angle on cooperative advertising was tried recently by the Sheboygan (Wisconsin) Dry Cleaners Association, with outstanding success. All members of the association united in running a common half-page ad in the Saturday-evening edition of the local newspaper, offering a special price on sweaters for one week only. Members agreed not to advertise the special individually, since they customarily advertised on different days and the cleaner who was first to advertise would have had an advantage over the others.

In addition to the newspaper ad, spot announcements were broadcast during the week of the special

Actual size of Sheboygan Association newspaper ad was half-page; results in increased business, unaffected price structure, pleased all



START 1950
WITH ALL NEW

DAVIS *Fabric-Renewing* PLATES

Make your motto for 1950 . . . "Bigger Profits Through Better Finishing." Get off to a head start by equipping your press heads with new Davis Fabric-Renewing Plates. They have the patented burred surface that lifts the nap and restores the original mill finish to the garment. They give you an additional boost in profits through greater production too. Change over—today!

New Plates for All Presses at the Old Low Prices!

Hoffman XC05, XC07, Pantex 45, New York 42, 43 and all other 36 to 46" models	$13.50
Mushroom 47 to 54" models	$10.00 17.50

LONG LIFE FOR HOSE?

Sure . . . if you use

DAVIS UNIFLEX LEAK-PRUFD HOSE

Welding shortens hose life. Davis Uniflex Hose has a mechanically applied fitting with an exclusive mirror-smooth surface, which permits a perfect seal—your absolute guarantee against leakage. No leakage—no sudden, costly shutdowns on the press. Keep a pair on hand for emergencies. Better still, change over to Davis Hose today and there won't be any emergencies. Ask your jobber about new low prices!

ORDER FROM YOUR SUPPLIER TODAY

YOUR SUPPLIER IS OUR DISTRIBUTOR *Davis Specialties* **MANUFACTURERS . . . CHICAGO 24**

When writing to advertisers please mention The NATIONAL CLEANER & DYER

over the local radio station. Some of the cleaners tried telephone solicitation, too, but with little success.

Not only did the sweaters come in by the thousands to the cooperating plants, but 80 percent of all orders included other garments. The outstanding advantage of the cooperative special was that the general price structure was not affected and no price war resulted. In fact, according to Dick Verlare, president of the Sheboygan group, "everybody was happy."

* *

German Drycleaners Meet: The widespread trend toward reorganization of drycleaning associations has reached Germany, according to a report in a recent publication of the Belgian association. For the first time in ten years, the drycleaners and dyers of Germany held a convention. About 450 delegates attended the meeting, held in September in Rothenburg-on-Tauber. They came from three zones, the report stated (presumably the three Western zones), with official representatives of the Danish, Norwegian and Swiss organizations attending.

The German representatives of the industry showed a special interest in American products, processes and equipment, according to the Belgian report.

* *

Cleaning Mark Traps Burglar: A careless thief who left his hat behind at the scene of a burglary in Kansas City, Kansas, was traced by the cleaning mark in the hat. Stimulated by the success of the clue, the police department was making a check of all drycleaning establishments in the city, which it estimated at 75, to collect samples of all identification marks.

* *

New York Cleaner Receives Award: A scroll recognizing his services for overseas relief and rehabilitation has been presented to Julius L. Kuffler, head of I. Wohl Co., Brooklyn, N. Y., by Judge Jonah Goldstein, on behalf of the United Jewish Appeal of Greater New York. Under Mr. Kuffler's chairmanship, the drycleaning and dyeing industry division raised about $85,000 for 1949.

* *

Employees Help Employers: A heartening story comes out of Milwaukee where Gordon Weidner, president of the A. M. Cleaners chain, reports that during a recent business slump 20 employees of the firm voluntarily asked for a 10 percent wage cut. Concerned about possible loss of their jobs because of falling volume, the employees made the offer, with the idea that the 10 percent saving in wages was to be spent for a stepped-up advertising campaign. The offer was accepted, with management also taking a wage cut. The story has a happy ending—the increase in volume that resulted from the advertising.

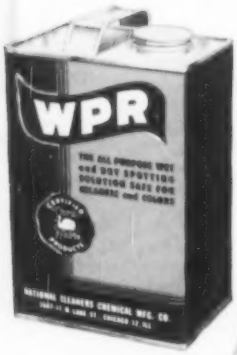
The newspaper report of the incident did not go into the history of employee relations in the plant. It seems apparent, however, that the voluntary action of the employees must have been based on a background of harmonious relations and fair dealing on both sides.

PERFECT BALANCE OF...

gives quick, effective solvent action on

NITROCELLULOSE
—present in Nail Polishes, Lacquers, Varnishes and Airplane Dope

OXIDIZED OILS
—present in old, hardened Paint stains and Cooking greases



New, Improved W.P.R. is formulated with a high percentage of the proper Ketones and Esters to remove these stains with remarkable speed and efficiency.

SAFE ON CELANESE AND COLORS

Send for ***FREE*** *booklet, "The Case of the Lip-Stick Nightmare"*

ORDER FROM YOUR JOBBER OR WRITE TO

NATIONAL CLEANERS CHEMICAL MFG. CO.
2807-11 WEST LAKE STREET CHICAGO 12, ILLINOIS

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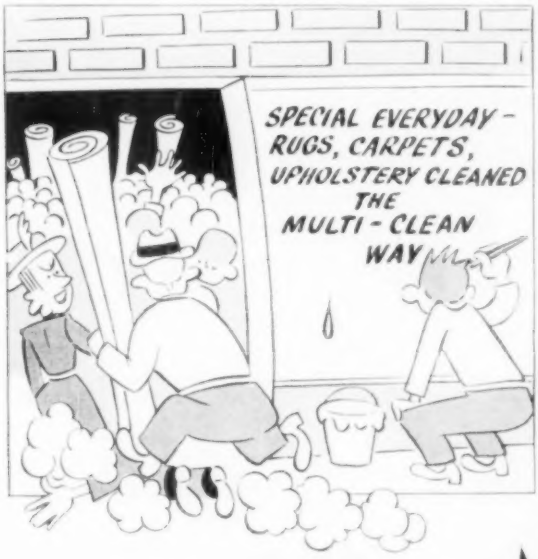
RUGBY M'CLEAN

Economic Adviser to the Nation's Dry Cleaners



BEST MONEY-MAKING SPECIAL YOU CAN OFFER IS ADDED SERVICE IN CARPET, UPHOLSTERY CLEANING

The MULTI·CLEAN WAY!

CLEAN UP with MULTI-CLEAN!

- There's a *big* potential market for rug and upholstery cleaning—on location or in your plant. 90% of rugs and carpeting never get professional cleaning!
- The Multi-Clean Method is making *extra* profits for others. Get on the bandwagon.
- Your Multi-Clean investment is less than $1,000.
- A trained Multi-Clean representative shows you the way.
- The Multi-Clean Sales Aid Plan helps you get new business.

MULTI-CLEAN

2277 Ford Parkway, Dept. 12K
St. Paul 1, Minn.

RIGHT NOW use this Coupon!

Gentlemen: Send complete information by return mail about the Multi-Clean Method and your Sales Aid Plan.

Name

Address

City Zone State

Rug and Floor Machines • Industrial Vacuums • Custom Cleaning Chemicals • Permanent Floor Finishes

When writing to advertisers please mention The NATIONAL CLEANER & DYER

This is New!

DAY-SOL

CHLORINATED SOLVENT

DRY CLEANING SOAP

For use in all types of Synthetic Solvent Dry Cleaning Equipment Designed to properly use a Soap or Detergent.

DIRECTIONS FOR USE

A. **DRY METHOD**—silk or wool—use two (2) ounces straight soap for each 5 pounds work to be cleaned. Follow operation instructions of machine manufacturer.

B. **MOISTURE MIX**—make stock solution two (2) parts Day-Sol—one (1) part water. Mix thoroughly—Use two (2) ounces for each 5 pounds work.

C. **HANDBRUSHING**—Pre-spotting—use either (A) or (B)—rinse in machine operation.

THE DAVIES-YOUNG SOAP COMPANY · Box 995 · Dayton, Ohio

MAIL THIS COUPON TODAY

NCD-30

THE DAVIES-YOUNG SOAP COMPANY, BOX 995, DAYTON, OHIO

Please send free sample of DAY-SOL. We use _____ Equipment.

NAME _____ ADDRESS _____

CITY _____ STATE _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Attract and Hold

VOLUME INCREASES UP TO 50%

HOFFMAN SHIRT LAUNDRY UNIT

★ *Adds Profitable Side Line*
★ *Builds Steady Repeat Business on Drycleaning*

It's a fact — backed by a recent survey! Already 1 out of 10 dry-cleaning plants has added shirt laundering service. More plants are joining the swing every day. What's the reason? By laundering shirts on a Hoffman shirt unit, you capture extra profit dollars with a small plant investment. And this same investment leads to increased dry-cleaning volume. For Mrs. Homemaker gathers up garments to be cleaned — on the same day each week — after she comes to rely on your plant to "do" her shirts professionally.

Every item of equipment you need (accessories and instructions, too) is included in the Hoffman Shirt Laundry. Ask your Hoffman representative about it — or write now. Don't let another day go by without getting the facts!

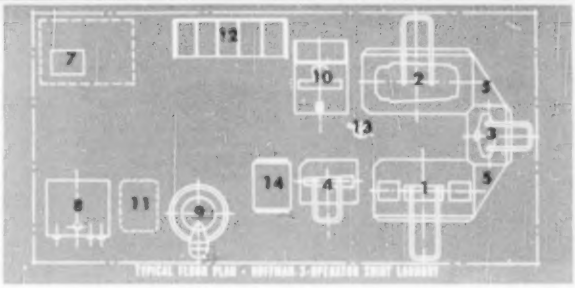
"ONE-STOP SAME-SHOP" SERVICE:

- **Makes shirt days dry-cleaning days**
- **Doubles your profit opportunity**
- **Makes and keeps satisfied customers**

Complete! Needs only 10' x 20'' Floor Area For 3-girl operation, unit includes:

1 Neckband, attached Collar and Cuff Press
2 Bosom and Body Press
3 Yoke Press
4 Sleeve Press (2-Lay)
5 Table Fill Pieces
6* 4-Station Motor Timer
7* Marking Machine (8-character)
8 25-lb. Open End Laundry Washer
9 17" Vorsec Extractor
10 Front Fold Shirt Folder
11 Monel Truck Tub
12 15-Bin Shirt Sorting Truck
13 Adjustable Buttoner and Shirt Hanger
14 Shirt Preparation Trucks

*Not shown in diagram.



TYPICAL FLOOR PLAN • HOFFMAN 3-OPERATOR SHIRT LAUNDRY

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BUSINESS BUILDERS

Glass Bundle Drop

EVEN the bundle drop is all glass at the Model Dry Cleaners (Seattle, Washington) all glass-front store with a large drive-in parking space in front. The bundle drop is 5 feet above the floor to prevent possible pilferage with a hooked pole. The drop door is plate glass mounted in a Monel frame. Bundles drop into a floor basket.

Above: Customer places bundle in glass drop at all-glass store of Model Dry Cleaners, Seattle, Washington. Dog seems to be wondering if he is next. Below: Drive-in manager Bill Gehringer shows special nonbanging hinges. Note inside light and bottom of sign box above the bundle drop

There was considerable trouble with the glass drop door banging and the glass had to be replaced a number of times. Bill Gehringer located some hinges with a reverse-action brake spring and used these instead of the hinges which came with the drop window. With these hinges, the spring takes hold and acts as a brake when the window is allowed to drop.

Above the bundle-drop window there is a metal box which houses an off-and-on neon sign. A reflector at the front and top of the box reflects light down on to the drive-in lot for a considerable area around the bundle drop. This serves as additional insurance against pilferage and is a convenience for customers using the drop.

Playing-Card Premiums

COUPONS the size and style of playing cards are given out by Frank Grehl Dependable Dry Cleaners, Erie, Pa., with each drycleaning order of $1.25. The face of the card states that 15 of the coupons, turned in to driver or store, will be redeemed for a deck of playing cards.

The backs of the coupons are decorated in card style, with the firm signature.

PLAYING CARDS

With Our Compliments

SAVE THIS VALUABLE COUPON

(1) ONE COUPON (1)

With each $1.25 invested in FRANK GREHL'S DRY CLEANING, we will give you one of these valuable playing card coupons.

When you turn in 15 of these coupons to our driver or to our office, we will give you one pack of Redi-Slip Bridge and Gin Rummy Playing Cards, your choice of maroon or blue backs with gold decorations.

There is no objection to pooling your coupons with your neighbors or members of your card club in order to secure your playing cards sooner. There is no limit to the number of packs of cards you may receive, one pack for each 15 coupons.

This is one of our ways of saying, "Thank you for your continued patronage."

FRANK GREHL
DEPENDABLE DRY
CLEANERS

Phone 2-4311

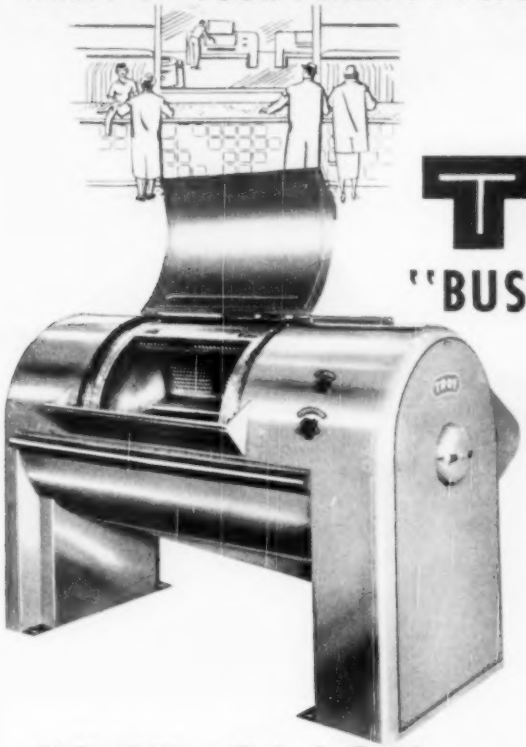
1413 W. 21st St., ERIE, PA.

This coupon is void where it may be taxed or otherwise restricted.

Telling the Town

Illuminated billboard at busy corner impresses name and address of C.O.D. Cleaning & Dyeing Co. on citizens of Davenport, Iowa

DRESS UP YOUR PLANT . . . SPEED UP YOUR PRODUCTION



with

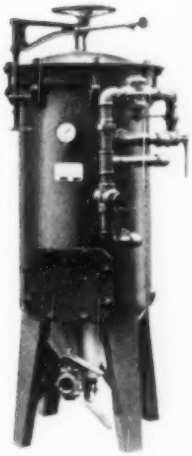
TROY

"BUSINESS BUILDERS"

TROY ELECTROCLENE WASHERS

Modernize the appearance of your drycleaning plant with streamlined Troy Electroclene Washers. Only two points on washer and three on motor to lubricate. All operating parts are fully enclosed, yet readily accessible. Electroclene Washers are motor driven through multiple "V" belts. Available in two sizes: 30" x 30" and 30" x 48".

TROY-OLSON



Super-Flow Filters

Patented scraper makes sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

Super-Flow Stills

Heater and pre-heater coils are removable for easy inspection and cleaning. Easy to install and operate.

TROY ATLAS DRYCLEANING EXTRACTORS

Better quality drycleaning in less time and at lower cost. Center Slung construction provides maximum safety. Atlas Drycleaning Extractors are "V" belt motor driven, available in 40" and 48" diameters and at slower speeds for "system license" cleaners.

WRITE FOR FREE TROY BULLETINS — Attractive bulletins available on all Troy Drycleaning Equipment, complete with illustrations, diagrams and specifications.

TROY RESEARCH BULLETIN, "Proper Drycleaning Extraction" also available. Has helped hundreds of drycleaners.

TROY LAUNDRY MACHINERY
Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS
In Canada: American Machine and Metals (Canada) Ltd., 1144 Weston Road, Toronto 9, Ontario.

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What does the ROUTE MAN *say about* DIVCO?

"I LIKE THAT WALK-IN LOADING IDEA"

"IT'S EASIER TO WORK MY LOAD"

"EASIEST TRUCK TO DRIVE"

"AMPLE ROOM TO LOAD RUGS"

"I DON'T GET TIRED"

"THAT LOW THROUGH-AISLE BEATS 'EM ALL"

"JUST ONE LOW STEP TO MOUNT"

FOR DRY CLEANING EXCLUSIVELY

FOR LAUNDRY EXCLUSIVELY

FOR COMBINATION LOADS

All this *Plus* years of LOW-COST DELIVERY!

● Laundry and Dry Cleaning route men, now driving their first Divcos, are enthusiastic boosters for this efficient vehicle. Several drivers have told us that they actually brag about their Divcos. Competitors' drivers invariably stop them on the route to ask them about Divco's many features. The men especially comment on Divco's load workability. It saves time at stops. It eliminates constant re-arranging. It provides easy accessibility from front or back. The wide through-aisle is only one low step from pavement and permits walk-in loading. All these features now reduce driver fatigue to the minimum.

In addition to pleasing route men, Divco also pleases the plant owners, because it operates very economically and outlasts conventional trucks by many extra years.

DIVCO CORPORATION—MAIL ADDRESS: P. O. BOX 3807, PARK GROVE STATION, DETROIT 5, MICH.

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NEW YORKER

RESULTS TELL STORY!

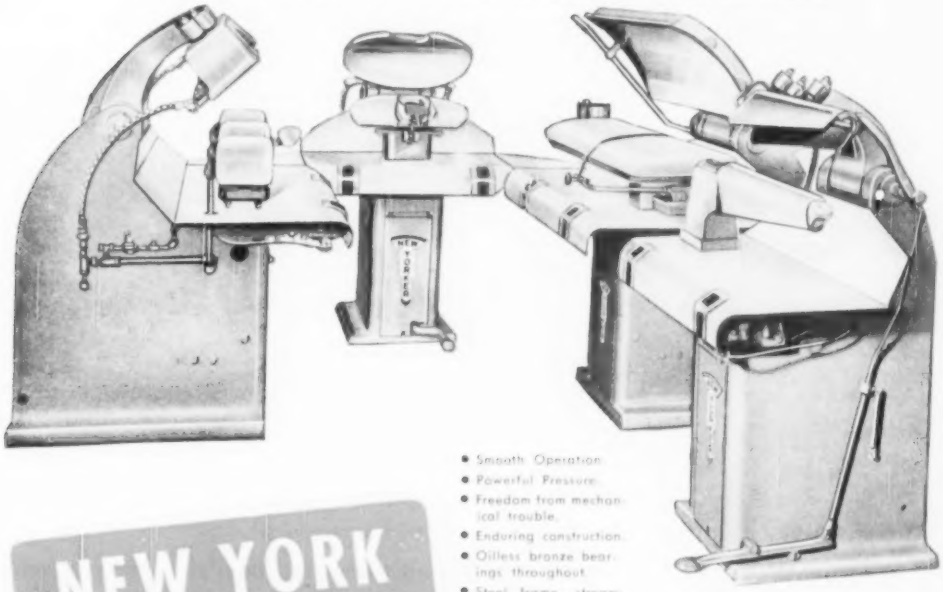
"NEW YORKER"
Air Operated LAUNDRY SHIRT UNIT

- Engineered to increase output.
- Insures highest quality finishing.
- Speeds service.
- Exclusive features eliminate excessive operator fatigue, —cut waste, reduce cost— FOR MORE PROFITABLE OPERATION.

Used by many successful laundries—it's the answer to your problem too!

The complete line of "NEW YORKER" Steam Presses have earned their reputation by delivering better results at lower operating and maintenance costs to every industry using steam presses—laundries, dry cleaners or clothing manufacturers.

"New Yorker" Builds the World's Most Complete Line of Steam Presses.



- Smooth Operation.
- Powerful Pressure.
- Freedom from mechanical trouble.
- Enduring construction.
- Oilless bronze bearings throughout.
- Steel frame, streamlined for beauty.

Agents in all principal cities.

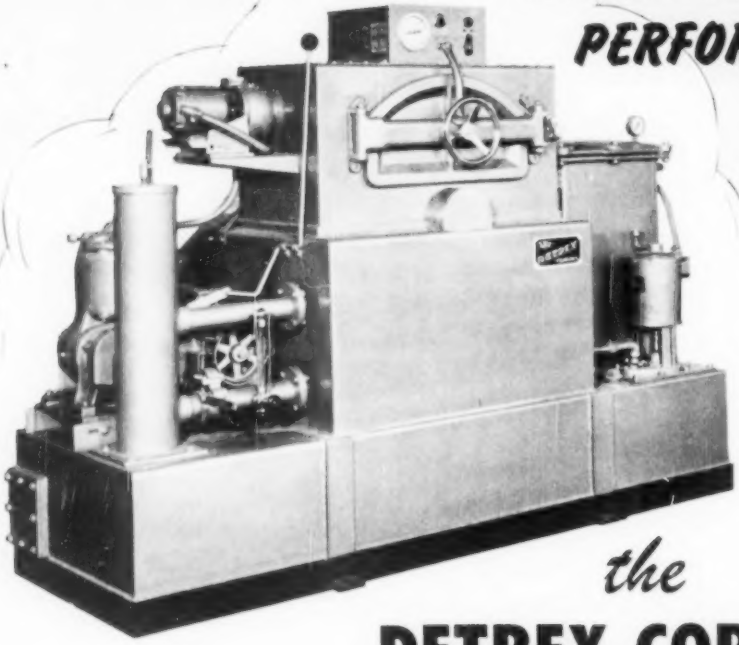
Send for illustrated catalog & prices.

NEW YORK PRESSING MACHINERY CORP.
880-888 Broadway New York 3, N. Y.
FACTORIES
Paterson, N. J. New York, N. Y.

"BUILDERS OF BETTER PRESSING MACHINES *for* OVER 39 YEARS"

BIG NEWS for the Small Cleaner...

A *SMALL* Synthetic Drycleaning Machine with *BIG-MACHINE PERFORMANCE*



the

DETREX CORONET

HERE'S THE ANSWER for the small drycleaner, the pick-up store and the press shop—wherever limited space, volume or capital is losing a big part of the drycleaning dollar.

With the Detrex Coronet, you can do your own drycleaning, right in your own shop—72 lbs. per hour, in 18-lb. loads. You can offer service and quality that are competitive in any market. And you'll soon pay for the machine out of profits.

GET FULL DETAILS! Write for descriptive bulletin, or call the Detrex man in your locality.

DETREX CORPORATION • BOX 501, DETROIT 32, MICH.

The Biggest Name in Synthetic Solvent Units

DETREX DRYCLEANING *Process*

When writing to advertisers please mention The NATIONAL CLEANER & DYER

From COAST TO COAST

AND ON THE CONTINENT

THE PLANT OF TOMORROW

Features

"MARTINIZING"

fully automatic

Drycleaning Units

actually pay

for themselves

from savings

effected.

The Plant of Tomorrow, pictured above, was the "Martinizing" booth at the recent Kansas City A. I. L. convention. A modernistic store and plant, complete in every detail — from the reception counter to the boiler room. Sold, Installed and Serviced by Martin.

INCREASED CAPACITY
and
GREATER PROFITS
with
MARTINIZING

Ask why Martinizing is more than drycleaning, yet costs less to install and operate in a small space. Let us prove to you why "Martinizing" assures you greater profits.

Illustration shows the "Martinizing" fifty pounder with a capacity of from fifty to sixty pounds of garments cleaned in every thirty minute cycle.

Other models from 25 lbs., to 240 lbs., per load. Tell us your problem and we will show you how to increase your profits.

WRITE, WIRE or PHONE BE THE FIRST IN YOUR COMMUNITY — ACT NOW.

MARTIN EQUIPMENT CORPORATION
789 HERTEL AVENUE, BUFFALO 7, N. Y.

DESIGNERS AND BUILDERS OF "MARTINIZING" • DRY CLEANING • LAUNDRY EQUIPMENT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

GADGETS and gimmicks

Convenient Spool Holder

Revolving holder at Tom's Cleaning Plant, Woodmere, N. Y., has space for 39 spools on each of four sides. Satisfied with this wooden experimental model, proprietor Tom Mackin plans to duplicate it in metal

Anchoring Truck Hangers

ALL route trucks at A. J. Cook Company, Los Angeles, California, are now equipped with puller hangers. These hanger rails are made from 1¼-inch tubing, which runs the full 67-inch length of the inside truck body. The tubing is held in place with three underslung arm brackets, one on each end and one in the center.

Hanger slots are cut two inches apart, one-third of the way through the tubing. Garments on hangers are placed on the rail and pushed towards the cab partition. When hangers are being pushed along, the tubing is turned with a rear handle so that the slots are faced in and the top of the tubing is a clear rail without slots. After the rail has been loaded the handle is turned up, allowing the hanger hooks to drop into the slots.

For removing garments, a cord is attached to the first hanger on the rail. By turning the handle so that the slots are again faced inward, a pull on the cord brings the hanger line along the tubing or rail within easy reach of the driver.

To date, the company reports, no garment has ever come off the rail and fallen to the floor of the truck.

Box for Filter Powder

A FILTER-POWDER box for the drycleaning room has proved a space saver at Vandever's Cleaners, Eufaula, Oklahoma. The box stands against the wall, is 14 inches wide, 3½ feet long, and 30 inches high, with a hinged lid at the top.

Owner N. L. Vandever of Vandever's Cleaners, Eufaula, Oklahoma, finds two-part box in cleaning room convenient for keeping his filter powder

The box is divided because the plant uses two kinds of powder. Each compartment holds 100 pounds.

The narrow box is especially convenient at the Vandever plant because of the shape of the drycleaning room, 40 feet long and only 10 feet wide.

80% PASS UPS

A SOUTHERN cleaner, who keeps accurate records, reports 80¾% pass ups in cleaning 4,860 "silks" over a four weeks period during a hot month of August when practically everything was perspiration stained; wet cleaning was 12½% and after spotting 6¼%. This wet cleaning percentage can be substantially reduced by spotting again and re-running with another load.

The following process is employed, and it has been in use several years:

1. Standard washer load 70 pieces, about 50 pounds.

2. Each piece is prespotted with steam, using a neutral lubricant and paint remover when necessary. (Spotting of 70 pieces takes about 37 minutes.)

3. Garments are hung after spotting and within 30 minutes put in washer with a ⅛ solvent level to which 20 ounces of straight Soltex has been added. (Garments MUST be put in washer before wet areas become dry.)

4. Run 15 minutes off filter.

5. Add 8 ounces of filter powder and run on filter 10 minutes.

6. Add a mixture of 10 ounces Soltex and 10 ounces water and run off filter 15 minutes.

7. Add 8 ounces filter powder and run on filter 10 minutes.

Practically the same procedure is given in our Soltex instruction folder and we also advise lint steam prespot-ting can be employed with a one snap machine process. Of course, the same thing can be done using water and a neutral lubricant detergent such as our Tergit. If a water dispersible paint remover is used, such as Riverside Wett Spotterr, flush with cold water, as flushing with steam increases hazard to colors.

We will send the Soltex folder on request or, better still, let us send you 5 gallons Soltex, freight prepaid, on approval. Riverside Manufacturing Company, 4919 Connecticut Street, St. Louis 9, Missouri.

(This is a paid advertisement.)

SOLTEX

The All-Purpose, No Pressure
No Odor, Low Cost

DRY CLEANING DETERGENT

- Contains less than 3% water.
- You know how much water you are using.
- Cannot cause filter pressure.
- Contains NO FATTY ACID and cannot cause odor.
- Makes a prespotter for 80c to $1.07 per gallon.
- Prespotter is a hemline remover.
- Eliminates wet cleaning of reversibles, seat covers and pants.
- Makes it possible to size garments in dry cleaning.
- Always has discharged static electricity when washers are grounded.
- SOLTEX makes a "B. O." remover and blood remover.

LOW PRICES
NO CONTRACTS

	Per gal.
55 gal. drum	$1.20
30 gal. drum	1.30
15 gal. drum	1.40
5 gal. drum	1.60

You can't lose by trying SOLTEX because we'll ship a 5-gallon can freight prepaid on approval.

RIVERSIDE MFG. CO.
4919-27 CONNECTICUT ST.
ST. LOUIS 9, MISSOURI

RIVERSIDE

Makers of Good Dry Cleaning Chemical Products Since 1915

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Cut WETCLEANS and down nearly to zero

YOU SAVE 13.4c PER GARMENT EACH TIME

DRYCO Pressurized "SPRA-SPOTTING"

THE GREATEST ADVANCE IN SPOTTING SINCE THE STEAM GUN

WHAT IT IS

DRYCO SPRA-SPOTTING is the FIRST complete method offered the drycleaning industry to take the "slop" out of prespotting . . . the FIRST completely non-corrosive system . . . the FIRST practical, compact unit which can be installed in any plant and which *every* cleaner can afford and utilize. The big 3-gallon combined supply tank and pressurizer, the special-built SPRA-GUN, supply hose and carrying-arm provide everything needed for cost-cutting, quality-building, production-boosting prespotting that assures profitable handling *all through the plant*.

WHAT IT DOES

DRYCO SPRA-SPOTTING puts prespotting on a practical basis. It adapts immediately to existing spotting departments; is so simple to operate that even inexperienced spotters produce large volumes of high-quality work at low cost. Operator places garment on spotting board, uses regular steam gun to remove spots and perspiration, then sprays the steam-wet area with pre-spotting solution from SPRA-SPOTTING gun. That's all! No rings, no feathering. Garment is dried, then sent to cleaning.

WHY YOU SHOULD HAVE IT

DRYCO SPRA-SPOTTING will practically banish all your wetcleaning grief . . . speed the production of spotters *and of finishers* . . . increase cleaning-room capacity . . . eliminate wrinkled, rubbed, distorted garments. Amazingly low in price . . . no expensive motorized air compressor required. The unit is complete—just fill the tank, replace the cover, and give few strokes of pump to get pressure. Then use it—and profit from it!

NO SIZING RINGS
• • •
NO TEDIOUS FEATHERING
• • •
NO DISCOLORATION

The DRYCO SPRA-SPOTTING UNIT breaks the spotting bottleneck. Perspiration stains vanish like magic . . . no hard scrubbing that raises costs and ruins fabrics . . . just steam the spot, then SPRA-SPOT it. That's all! No mess, no slop, no waste. Wetcleans, reclean's and spotting time are brought to a phenomenal new low . . . quality is raised to a bright new high . . . finishing is easier, much faster.

complete

NOTHING ELSE TO BUY

Gun, tank, hose, carrying arm and base.

For complete details, see your JOBBER.

© 1949, DRYCO CORP.

COSTS NOTHING TO OPERATE . . . PAYS ITS COST IN A WEEK OR TWO

RE CLEANS

with this revolutionary 2-gun technique

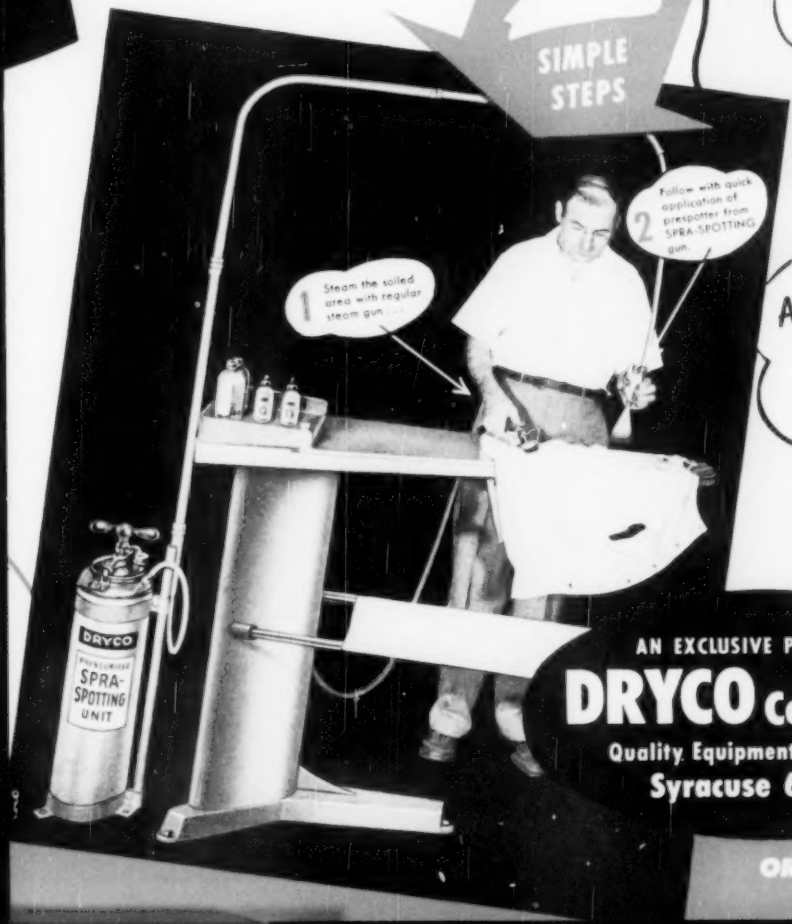
YOU AVOID WETCLEANING!

NON-CORROSIVE

never affected by any prespotter, soap, solvent

The special-built DRYCO SPRA-SPOTTING GUN, with its stainless steel and nickel plated parts . . . the PRESSURIZER, made entirely (including pump assembly and all internal parts) of stainless steel . . . and the 12-foot special SUPPLY HOSE are built for flawless, faithful, trouble-free performance. No delays, no expensive replacements . . . no maintenance costs.

ONLY **2** SIMPLE STEPS



MEDIUM PLANT

I GET FINER QUALITY AT LESS COST

MR. C. J. DRURY
DRURY'S CLEANERS
ELMWOOD PARK, ILL.

"I couldn't believe we'd get such gratifying results with Dryco Spra-Spotting. But our records prove: wetcleans and recleans greatly reduced; finishers turn out more work, much finer quality, faster, at less cost."

LARGE PLANT

ALMOST NO SPOTTING ON SILKS AFTER CLEANING

MR. EDWARD ROSICKY
NATIONAL CLNRS, DYERS
CICERO, ILL.

"Nothing in the industry can approach Dryco Spra-Spotting for reducing wetcleaning. We have almost no spotting on silks after cleaning. Finishing is easier. Work goes out faster; fewer stragglers and rejects. Quality is much improved. Now we really DRY clean!"

SMALL PLANT

A NEW HIGH IN QUALITY, A NEW LOW IN COST

MR. WM. R. HAIGES
HAIGES CLEANERS
OAK PARK, ILL.

"Dryco Spra-Spotting brings good cleaning to a new high in quality, a new low in cost. Because there's far less wetcleaning, a substantial increase in output of top-grade finishing easily can be obtained. Spra-Spotting maintains my quality, cuts my cost, increases plant capacity."

AN EXCLUSIVE PRODUCT OF

DRYCO Corporation

Quality Equipment for 20 Years

Syracuse 6, N. Y.

ORDER FROM YOUR JOBBER

National CLEANER and DYER

Vol. 41, No. 1 EDITORIAL JANUARY, 1950

GOOD HOUSEKEEPING

WHAT good is a fire door if a can of rubbish is leaning against it or a rack of garments stands in the way of its closing? At Michigan's recent annual convention detective sergeant Quentin Dean of the Michigan State Police stated that many dryeleaners invite fire by bad housekeeping.

At the top of his list, of course, was the habit of forgetting to clean the lint out of tumblers frequently. In a later demonstration by the Grand Rapids fire department lint was shown to be more than inflammable. Lint is explosive, explosive enough when ignited to pop the lid off a closed container.

Today most grade school children know of the flashing properties of lint and house dirt, yet the dryeleaner permits it to accumulate in corners, around presses, on steam lines, or anywhere that passing traffic won't disturb it. Then he wonders, when that fateful day comes, why the blaze seemed to be everywhere all at once with the whoosh of a gasoline fire.

Half used drums and containers of solvent and spotting aids are a hazard when sitting in a forgotten corner after the salesman has switched the dryeleaner to another brand. So are empty containers that may still be filled with inflammable vapors.

Then, there's grease or solvent on floors (what do you mean "only a little"?). There are greasy rags—in boiler rooms even! How about combustible material such as clothes, papers and rags resting on, or against, or even near tumblers, stills and steam lines?

Grounding devices on dryeleaning equipment get rusty or broken.

Not only are fire hazards permitted to exist, but fire fighting equipment is rendered ineffective. Not unusual is the blocking of firedoors, as suggested above. Fire extinguishers are moved or blocked off so that they cannot be reached quickly. Quick opening valves are chocked shut, or shut off behind the valve, or are even located in the dryeleaning room where they cannot be reached in case of a bad blaze. Extinguishers are clogged, rusty or untested and unchecked.

Poor housekeeping is usually the result of not appointing someone to do all the things that have to be done, and seeing that they do it. Housekeeping is too often the chore accomplished when there is nothing "more important" to do. If you think we are exaggerating, just check to see if *one* of these conditions doesn't exist in some part of *your* plant. It happens to the best of us!

Yet, with the best of intentions, poor housekeeping is the nearest thing to arson.

A PUBLIC SERVICE

LAST fall we attended a state convention from which three of the association's five officers were absent! Half of its directors were also not in attendance! We aren't familiar with the politics within that association, so we don't know whether these men were absent because of hard feelings or because they were ashamed of poor records, or because all three of the officers and five of the directors had plant breakdowns, grandmothers' funerals and income tax investigations on the same weekend. We did hear that there was a whangding of a football game a hundred miles away on that particular Saturday!

In that same state there are many hard cries among the dryeleaners over being crucified by state legislation, either now on the books of pending, than anywhere else in the Union. Could these same officers of that state association be the men who didn't bother to vote in the last national election—and screamed in pain when the results were announced?).

It is possible that these men were elected by default, because nobody else would take the jobs. They may feel too that they get no cooperation from the members after they were elected. And so it goes!

The initiative that made the dryeleaning industry what it is today seems to be on the wane. The apathy of the pensioner and the steady relief recipient appears to be creeping into the dryeleaner's mentality.

There always have been one or two leaders in every association with the gumption to take hold and get things done. Usually when they drop the reins the associations fall flat on their faces for a few years, until somebody else grows up enough to take charge.

In 1950 we feel there no longer is any excuse for this, because there are twice as many dryeleaning plants as there were a decade ago. Therefore there should be at least twice as many of these gogetters to keep things humming. Which *should* be enough to sustain good leadership.

Most people dodge association responsibilities because they don't understand the work. Not understanding it they are afraid of it. Thus many groups are starved for leadership, with talent galore at hand.

Talent means *you*, gentle reader! Take that association chore when it comes your way, and give all you've got. You'll learn fast, you'll grow with it, and you'll earn the esteem of your fellows (maybe not all you feel you deserve, but all to the good).

And, brother, you'll be learning your way in a new world dominated by organizations, pressure groups, fiddles, unions, or what have you!

BISHOP *presents*

MOTO-RACK

the new, faster way to

ROLL

bagged work to delivery

(Above) With hinged cover lifted, bagged work is placed on carrying arm. Then, with cover locked into place, driver (below) pushes whole load to delivery truck. Saves 6 to 8 extra trips between plant and truck.

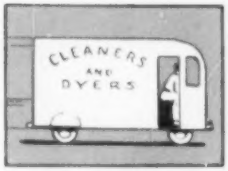
SO EASY TO USE... PROTECTS QUALITY

Now your customers can really see and enjoy the quality you go to so much trouble and expense to provide. Now all garments can be delivered uncrushed, unwrinkled, just as they left the presses and finishing boards. MOTO-RACK (an exclusive BISHOP product) protects finished quality by eliminating hand-carrying of bagged work from racks to delivery trucks or plant store. No more slow, tiring, costly lugging of arm-loads of bagged drycleaning. Simply place work directly on MOTO-RACK at bagging department or from drivers' racks and ROLL to truck or store. Big 10" semi-pneumatic wheels ride smoothly over rough floors and varying floor levels. Unit maneuvers easily with big load. Buy one for each driver . . . help him deliver better, work faster, and have more time for selling.

SPECIFICATIONS

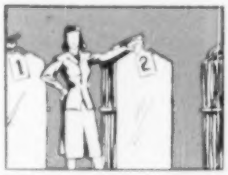
All-steel construction. Carrying arm 40" long, fitted with rubber-lined cover to prevent garments shifting or swaying. Two fixed, two swivelled 10" semi-pneumatic wheels. Floor space 25" wide, 49" long. Over-all height 74". Ship. wt. 160 lbs. Model B24-10, f.o.b. Chicago, $69.50

Eliminates need of carrying garments on back. Saves labor



Gets drivers to routes sooner; helps them make more calls

Wrinkle-free garments mean contented customers, more business



Buy one for each driver and eliminate stationary racks, save space, cut handling!

© 1950

Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO, MANUFACTURERS SINCE 1893

Above: Kraus style show started with demure young lady in one of two old costumes shown for contrast. Above right: Some fashions were paraded in pairs to show possibilities of style and to vary procession. Opposite page: Hotel ballroom used for show. Tables at sides for refreshments served later

STYLE SHOW IN

Unusual Presentation of Winter Fashions By Kraus Cleaners Proves Promotion Hit

by WILLIAM R. PALMER

PROBABLY 95 percent of our readers need not read this article; at least, not with the idea of doing what Kraus Cleaners did. It isn't a question of size or money, because while Kraus does do a million dollars in cleaning annually in the city of Memphis, staging the style show probably cost little over a couple of thousand dollars. For the publicity and goodwill achieved that would be a bargain price to pay, even for a plant doing a fifth of that volume.

But it probably won't work unless, like Kraus Cleaners, the plant sponsoring the style show has a widespread, long-standing reputation for top-quality drycleaning. Moreover, to be fully effective the show needs to be conducted with the decorum befitting such a reputation. All credit is due to Mel Olswanger and his associates at Kraus for their skillful handling.

Three things made the style show, "Winter in Fashion," a success: Kraus sponsored it, the Junior League of Memphis presented it, and a professional style-show manager supplied the know-how and the garments.

Style shows aren't new to Memphis. All the leading department stores hold them regularly. This means that only the styles handled exclusively by the respective stores are shown, and their drawing ability is, therefore, only moderate. With Kraus Cleaners as an impartial sponsor, the appeal increased immensely, especially with the complete cooperation of the department stores which couldn't afford to boost each other's shows but pushed "Winter in Fashion" with enthusiasm.

When Mr. Olswanger offered to sponsor a style show for the Junior League of Memphis, the group wasn't slow in accepting, because of the terms. The admission

to be charged was $3 a person (accepted charge for most style shows was $2.50). After taxes, all income was for Junior League philanthropic activities. Kraus paid the bills, handled the details.

A mailing piece was prepared for mailing to League members, selected Kraus customers and prospects, and department-store charge accounts. The return address on the envelope was the Junior League; the seal on the back of the envelope was Kraus's.

When the seal was broken the envelope (of a good quality heavy bond paper) opened up as a leaflet inviting the reader in restrained terms to attend the style show, and describing the show itself. Enclosed in the folder was a return envelope addressed to the Junior League. There was also a card for filling in the person's name and address, the number of tickets required, and the amount of the check or money order enclosed. A line at the bottom read, "Please charge to my account at Kraus Cleaners," with place for a check mark if the customer preferred to handle it that way. A great many of them did!

These cards became the property of Kraus when the show was over.

The participation of the Junior League provided a wealth of newspaper publicity. There were pictures and stories about the committees, some of the models chosen, rehearsals, and finally the show itself. In addition, department stores for weeks afterward advertised styles "as shown at the Junior League style show."

The Junior League also supplied the models—first, because the members included some very pretty gals (some ex-models, even). But more important, Junior League names are drawing cards in the clothes-conscious sector of Memphis (or any other city)—a sector which includes most females aged 12 or over. The opportunity to ogle a prominent local debutante or young matron on the style-show runway seems to be more irresistible than the appearance of the most expert professional models.

That principle was laid down by Eleanor McMillen Olson, professional style-show manager hired by Mr. Olswanger and the Junior League to actually direct the show. Mrs. Olson is a former executive of a famous New York department store.

From New York designers, Miami fashioners, Los Angles couturiers and even Paris salons, Mrs. Olson gathered sixty-odd exclusive models. Famous names included Nettie Rosenstein, Vera Maxwell, Molyneux, Christian Dior, Hattie Carnegie, Jacques Fath and a couple dozen more. She also obtained shoes, hats, bags and other accessories.

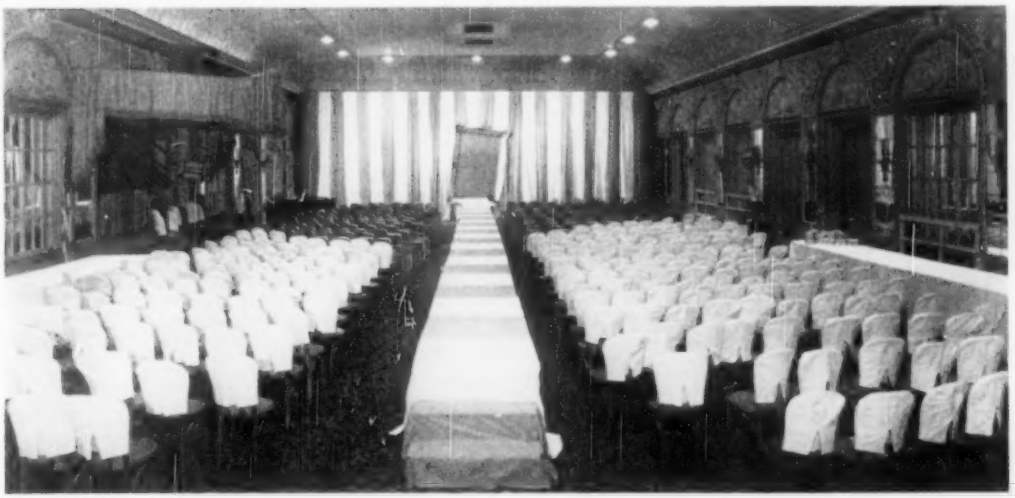
These advance models are usually shown at various places and have to be assembled and sent out on location on a tight schedule. When the show is over they often must be returned or mailed out elsewhere immediately for other shows. Frequently the garments come in badly soiled or even damaged, so that Kraus had a chance to show its ability by freshening many of them before they could be used. None of these "exclusive" models are for sale, which is also appreciated by the local stores.

While the designers' models were being assembled, the Junior League models were also being chosen. At a League meeting about a hundred women were selected by vote as candidates for the style show. A week prior to the show Mrs. Olson arrived in Memphis with a complete list of the costumes to be shown, colors, textures, sizes, etc. It was then her responsibility to pick from among the candidates the one to model each garment. She had the final word, which spared Kraus and the League officials from accusations of favoritism.

Then come the rehearsals. Two or three days before the show, the selected models spent a long afternoon learning the elements of walking down a runway, pivoting and pausing to show the styles to best advantage, and even getting on and off the runway gracefully and effectively. The wisdom of hiring a professional director paid off here, too. Club officials, including League woman, traditionally have difficulty maintaining order among their members. Kraus Cleaners certainly would be reluctant to crack the whip on some of its best customers. But Mrs. Olson could demand cooperation from modeling League members with impunity, and quite successfully.

On the day before the show a dress rehearsal was held, which permitted models to get their timing down

MEMPHIS



Above left: "Fireside costumes" for those who have firesides! Wearers later distributed to all ladies in audience samples of perfume contributed by Hattie Carnegie. Center: Crowded room was result, crowded with Kraus's best customers and prospects. Right: Accessories even included dogs on occasion. This pair rehearsed beautifully but sat when show was on; had to be pushed along. The "mishap" only added to fun

pat and to get organized to keep out of each other's way behind the scenes. They got used to the lights. Finally, three seamstresses from Kraus Cleaners were on hand to help with the last-minute fittings, tuckings and repairs.

Came the day!

The show was held in the Hotel Peabody's Continental ballroom. Gold-and-white draperies screened the approaches to the runway. The models entered through a 9-foot gold picture frame tilted slightly to contrast with the regularity of the striped drapes. The runway, extending nearly the length of the room, was also covered in alternating white and gold.

A high white spotlight picked up each model as she first stepped through the picture frame, then revolving lights followed her course down the runway. At the end of the runway route supervisors and sales executives from Kraus, dressed in tuxedos, assisted each model to descend.

Mrs. Jeter Eason, president of the Junior League, opened the program by thanking the audience for its "patronage and interest" and stressed the fact that the proceeds would be used in welfare work.

As the only "commercial" in the whole program, a short preamble to the show was given by Nella Miller, advertising manager of Kraus Cleaners. It is worth quoting here in full for its restrained and clever approach:

"The finger of fashion sets the trend. Behind the finger of fashion are three powerful forces: the designers who create next year's fashions, and then, the cleaning service that keeps your beautiful possessions exactly as the designer and you intended.

"In order to keep the clothes you buy exactly as the designer dreamed them, it is important for your cleaner to know all the undercover secrets of good fashion—to know what is new . . . long before you see it, to learn all the magic of handling and processing new trends, new lines and new fabrics even before they are in the shops for you to buy.

"It was with this in mind that Kraus Cleaners, with the sponsorship of the Junior League, assembled the beautiful clothes in this exhibition. It will bring to Memphis and mid-South fashionites a comprehensive picture of the fashion trends that have already been developed by various important French and American designers in their fall and winter collections . . . . and many of the new trends that are now being projected toward spring.

"The Junior League of Memphis, Incorporated—and Kraus Cleaners—bring you 'Winter in Fashion.'"

Then Mrs. Olson took over and the show was on. The styles were fresh and striking, the ladies were lovely, and there was an atmosphere of buoyancy and excitement lacking in the usual shows. That little thrill was the finishing touch, a credit to Mr. Olswanger. Anticipating nervousness and tension on the part of the amateur models, each was presented with an orchid as she came to the dressing room. An unexpected touch, it immediately helped take the edge off the "nerves." Then during the long wait before the show went on, champagne was served to the group. Not much! But enough so there was a sparkle in every eye, a smile on every lip, and a confident, easy swing down the runway.

It's remembering the details that puts over a show. Memphis is still talking about the show put on by the Junior League—and Kraus Cleaners! ■ ■

HERE'S PROOF . . . Another Case History Shows Usual Sensational Results!

Reports from Sanitone Engineers all over the country relate consistent sales increases when full use is made of Sanitone's advertising and sales promotion program. In order to obtain specific information we took sales figures over a three months period from March 19th to June 7th at the plant of a medium size Georgia operator. His competitive situation is typical of licensees, large and small, across the country.

The results are charted above. See how sales started to climb as soon as the full-scale advertising program took hold after March 19th. TWO MONTHS LATER THEY WERE UP OVER 25%! Here's proof positive how the Sanitone program brings in more customers, increases sales, and boosts profits!

INCREASED BUSINESS IS THE MOST PROFITABLE BUSINESS

APPROVED SANITONE SERVICE

SANITONE *Dry Cleaning Service*

Emery Industries, Inc. • Cincinnati 2, Ohio

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Above: In marking department of Stero plant, Buffalo, N. Y., operator stamps order number on invoice and on waterproof day tag of proper color and shape. Tags are pinned to garments, removed at assembly

COLOR AND SHAPE

by JOHN J. DUNN

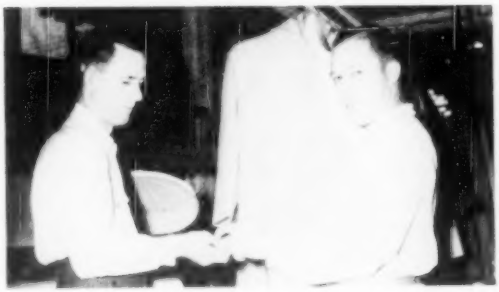
STERO Cleaners of Buffalo, New York, is convinced that color and shape indentification is the most efficient method of indicating the priority of orders moving through the plant. With this principle in mind, the owners of the firm have devised a rather simple day-tag system that permits the plant to balance production and delivery schedules.

The present system is designed to mesh with Stero's three daily lots—or to put it another way, the plant's three production deadlines. The routes operate by zone and every truck returns to the plant at noon for completed orders to be delivered to another section. All "will call" orders at the plant store are promised for delivery after 3 p.m. of the day due. Consequently, three lots are marked in daily: one scheduled for delivery on the morning of the promised day, a second to be ready by noon of that day and a third which must be on the store racks by 3 p.m. of the delivery day. Each of the four routes is divided into five zones; two-day service is offered in four sections and three-day in one.

In every case standard waterproof tags in the accepted colors indicate the day when a lot is promised. Tags with no special notation go on lots which must be completed for delivery in the morning. Tags stamped with an abbreviation of the day are used on lots due at noon. A cut marker, half as long as the regular, is attached to orders in a lot promised for 3 p.m. The finishing operators, of course, are familiar with the daily color code and Stero's additional rule: "plain tags first, stamped tags second and half tags third."

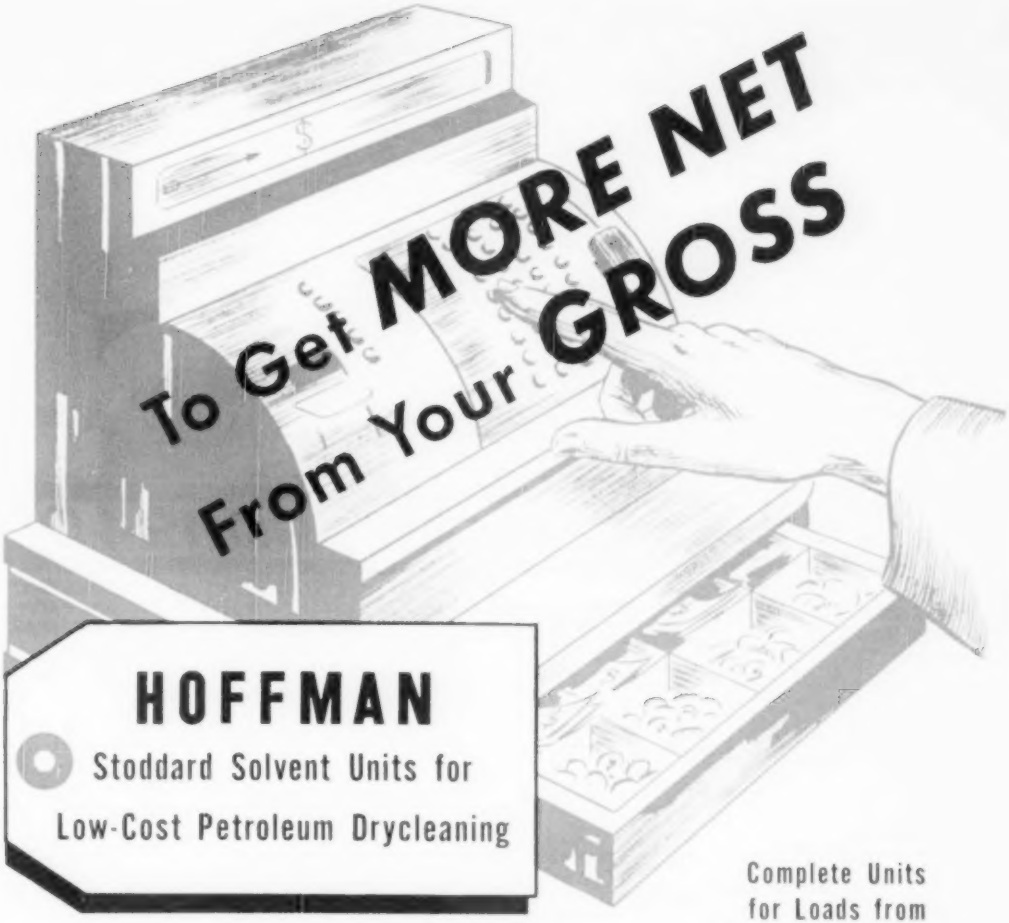
To further simplify identification in the plant, Sidney Ehrenreich and his two young partners, Harold M. Ehrenreich and Henry Irwin, have assigned invoices of different colors to each of the firm's four drivers. The routemen submit their orders with a pickup slip and all necessary information is recorded on the proper invoice by the markers. In the usual way the order number is stamped on the two-part form as well as the day tags attached to the garments. When the assembly operator has checked the completed work with the invoice, she can assign the orders to the proper racks without further reference to the ticket.

Top: Partner Harold M. Ehrenreich handles a plant specialty, lampshade cleaning (spoke on it at last NICD convention). Sideline shows profit but main purpose is to form contacts in better homes of community. The stand facilitates removal and replacement of trimmings. Above: Sidney Ehrenreich, founder of firm, in assembly department. Color of invoices above orders on reels indicates route destination. Below: Henry Irwin, another partner, pays presser for work completed. Plant has unusual pay-as-you-go incentive. When inspector removes completed pieces from work station he notes bonus represented, gives operator tokens for equivalent amount. At end of day finishers turn in tokens which are checked against plant record. Actual cash payment is made end of week



In a similar manner one of the firm's two branch stores handles its own marking and uses an identification system completely different from that attached to route and plant call-office orders. The waterproof tags assigned to another branch have one corner snipped off to make them readily recognized.

In short, the policy at Stero is to eliminate numbers wherever shape or a color can be employed to tell the story. ■ ■



HOFFMAN

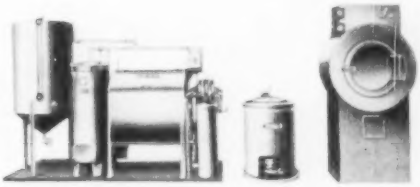
Stoddard Solvent Units for Low-Cost Petroleum Drycleaning

Complete Units for Loads from 35 to 200 Pounds

Complete, balanced units including all wiring and piping for hook-up in your plant. For use in any commercial establishment. Hoffman also builds furnace 140 F for safety petroleum solvent operation.

Not how much you "take in"—how much you "have left"—that's the test of profitable drycleaning operation. Consider how Hoffman Stoddard solvent units help you achieve a bigger net. Per dollar you invest in equipment, you can turn out more loads per day. (That's more net from each garment.) And with the rockbottom low cost of petroleum solvent, your operating costs per garment are way down. (That's more net left each time you pay a solvent bill.)

Today, investigate the greater operating economies and advantages that can be yours with Hoffman Stoddard solvent units. Ask your Hoffman representative or write today.



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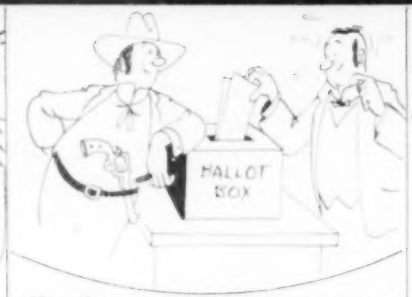
TOO HOT DRY ROOM SEEN MORE LIABLE TO CAUSE SHRINKAGE IN WET-CLEANING OF WOOLENS... THAN TOO HOT SOAP BATHS OR RINSES



ASSOCIATED CLNRS. & DYERS OF DALLAS FORMED AT SECTIONAL MEETING IN ST. LOUIS... T.E. MILHOLLAND ELECTED TREASURER.... HUGO SWAN FEATURED SPEAKER ON PROGRAM..

DRY CLEANER OFFERS THIS: AN AD HASTILY PREPARED, IS USUALLY HASTILY FORGOTTEN BY THE READER.....

10 YEARS AGO.. JAN. 1940

DIXIE STODDARD MAKES HEADLINES BY CLNG. UNIFORMS & GOWNS FROM ATLANTA, GEORGIA PREMIERE OF "GONE WITH THE WIND"

THREE MICHIGAN PLANTOWNERS ASSOC. MEMBERS ON TWO DAY NEW YORK TOUR SEE SPOTLESS STORES, KENT STORES, RITE CLNRS., L. BLAU & SONS, AND EMPIRE CLNRS

SCOTT CLNRS. OF ST. LOUIS, PUTS IN LAUNDRY SERVICE TO PROTECT CLNG. VOLUME FROM COMPETITORS. "500 WK. VOLUME AFTER YEAR

"WHAT'S THE USE.... AFTER YOUR SILK FINISHER WORKS OVER A HOUR ON THE SUNBURST PLEATS, THE OWNER'S HUBBY WADS UP THE GARMENT, PUTS IT IN A CAR'S TRUNK!"

"DITTO".... I SAW ONE CUSTOMER WALK OUT OF A SHOP WITH A FRESHLY CLEANED SUIT, AND HE DRAGGED IT ON THE SIDEWALK TO HIS CAR, OVER A BLOCK AWAY!"

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

Put Trump on the spot

Use Trump for stains caused by: Paint, grease, varnish, oxidized oil, tar, asphalt, lipstick, some inks, blood, albumin, perspiration, stubborn soil and numerous other stains. Loosens dirt in hems, pleats, bottoms of formal dresses and coat linings. Does the work of several spot removers. Can be used with petroleum or chlorinated solvent. Trump is "dry" but water may be added to make a wet spotter. Rinses with solvent or water.

for dry prespotting
Use diluted with solvent and follow with straight Trump when necessary.

for wet prespotting
Trump mixed with water can be used when wet prespotter is desired.

for soaking
Diluted with solvent, makes a soaking bath for removing redeposited gray soil; imbedded soil in curtains, draperies, bottoms of dresses.

for lipstick and ball point ink
Removes lipstick or ball point ink on spotting board or in the wheel.

for wet cleaning
Will remove the same hard-to-get-out spots in wet cleaning as in dry cleaning. Added to soap stock gives superior job on athletic uniforms.

for reversibles and raincoats
Used with dry cleaning soap reduces spotting and wet cleaning.

WRITE TODAY FOR MORE DETAILED INFORMATION

Spix PRODUCTS COMPANY
119 Dahlem Street
PITTSBURGH 6, PA.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

New plant of Lawton Dry Cleaners, Brattleboro, Vermont, is modern but not gaudy. Simple white-trimmed brick, unpostered windows give almost residential effect, fit in New England environment. Complete fur storage, cleaning and repair service is offered.

YANKEE DREAM PLANT

New Vermont Plant Harmonizes Up-to-Date Efficiency with Traditional Background

A TACTFUL balance between modern features and traditional architecture has been achieved in the new plant of Lawton Dry Cleaners at Brattleboro, Vermont. Built a little over a year ago, the plant is equipped for efficient operation yet offers no ultramodern note that might be jarring in the largely conservative New England community.

Established on a small scale in 1935 by Paul W. Lawton, since 1945 the drycleaning firm has been owned and operated by Bernard S. Harris, R. Willard

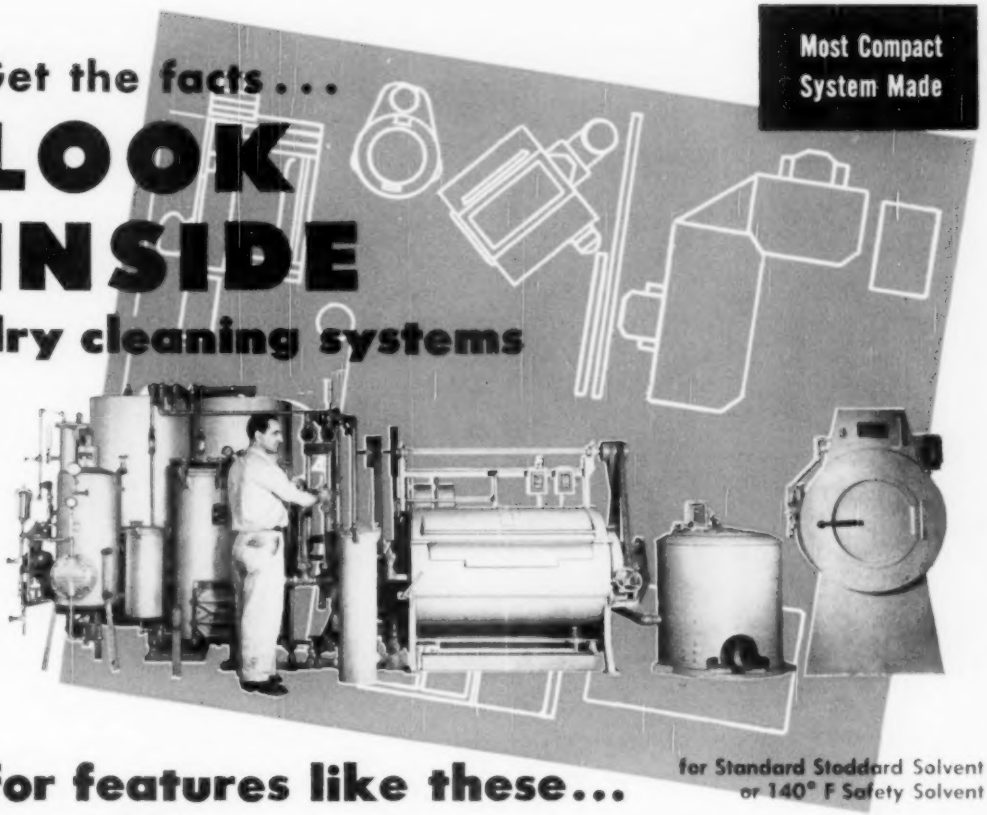
Canopied side entrance to store permits drive-in service. Trucks unload directly into plant through double doors at far left.

Most Compact System Made

Get the facts . . .

LOOK INSIDE

dry cleaning systems



for Standard Stoddard Solvent or 140° F Safety Solvent

for features like these . . .

NO LINE SHAFTING—*individually motor driven*

EASILY LAID OUT—*meets odd space requirements*

FACTORY PIPED—*only service connection*

ALL CONTROLS IN FRONT—*quick, easy operations; additional equipment readily added for expansion* **PLUS** *the correct filter at no extra cost*

. . . you get all these only with Pantex

Pantex MANUFACTURING CORPORATION
BOX 660-A, PAWTUCKET, RHODE ISLAND

Gentlemen: Please send me, without obligation, complete information on your Dycleaning Systems.

Name .....

Address .....

City ..... Zone ..... State .....

Position .....

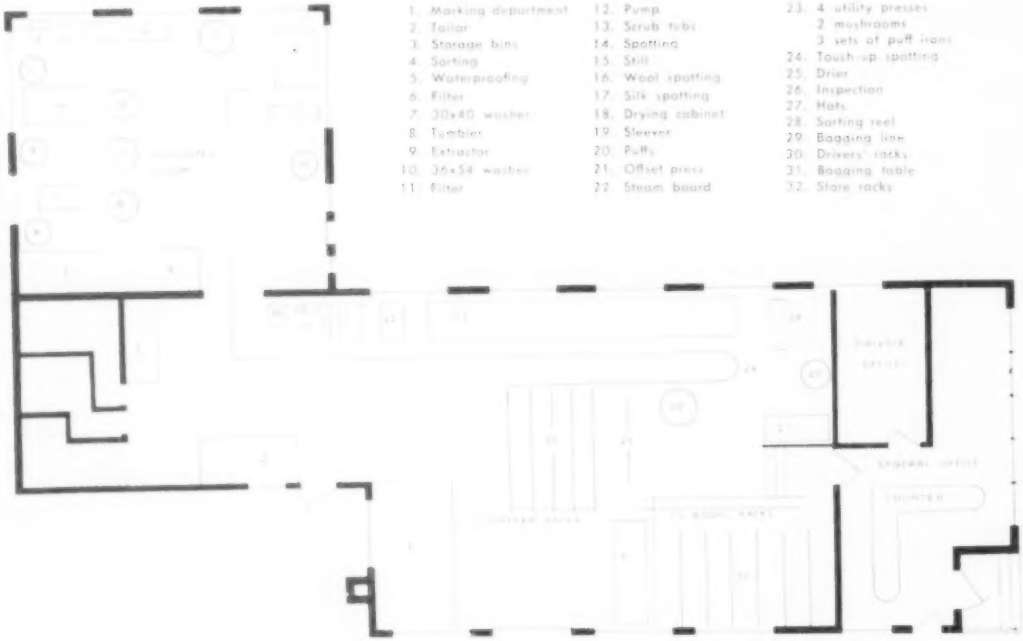
When writing to advertisers please mention The NATIONAL CLEANER & DYER

Above: Interior of Lawton's store is also simple and uncluttered; knotty-pine paneling is appropriate to exterior architecture. Above right: Partner Bernard S. Harris tackles difficult spot on a garment sent back by inspector. Below: Diagram shows general layout of plant and store; note two store entrances in lower right corner. Fur storage vault is located in basement of plant, as well as the washroom department and the boiler room

Beebe and Ralph W. Michelman. A continuous and rapid growth in business led to the building of the new plant, which now serves not only Brattleboro but about 20 nearby communities in Vermont, New Hampshirt and Massachusetts.

The accompanying photographs and floor plan show some of the features of the new Vermont plant. = =

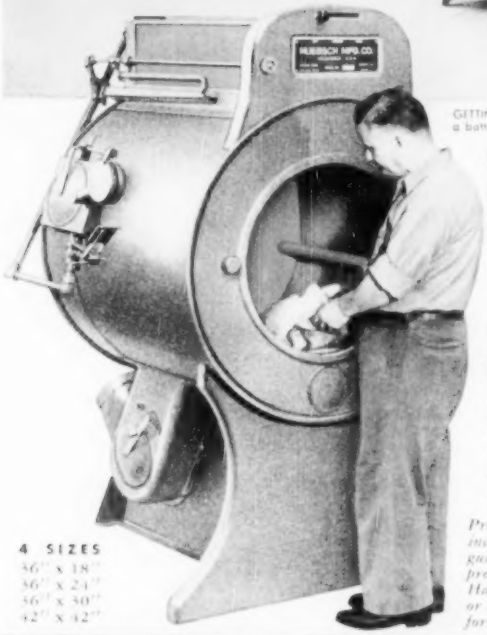
1. Marking department
2. Tailor
3. Storage bins
4. Sorting
5. Waterproofing
6. Filter
7. 30x40 washer
8. Tumbler
9. Extractor
10. 36x54 washer
11. Filter
12. Pump
13. Scrub tubs
14. Spotting
15. Still
16. Wool spotting
17. Silk spotting
18. Drying cabinet
19. Sleever
20. Puffs
21. Offset press
22. Steam board
23. 4 utility presses
    2 mushrooms
    3 sets of puff irons
24. Touch-up spotting
25. Drier
26. Inspection
27. Hats
28. Sorting reel
29. Bagging line
30. Drivers' racks
31. Bagging table
32. Store racks



Speeds Up Production

HUEBSCH OPEN-END TUMBLERS

GETTING THE JOB DONE ON TIME! I. Wuhl, Inc., Cleaners, Long Island City, N. Y., depends on a battery of 32 Huebsch Tumblers, 28 of which are shown above with lint hoods mounted on top.



4 SIZES
36" x 18"
36" x 24"
36" x 30"
42" x 42"

Quick, Easy Loading and Unloading . . . Fast, Thorough Drying and Deodorizing

Here are just a few of the many reasons why you get better operating performance and efficiency with the Huebsch Tumbler:

1. **One-Lever Temperature Control** provides complete range of temperature adjustments for faster, better drying and deodorizing.
2. **Huebsch "Spun-Lock" Cylinder Construction** insures a longer life of drying service.
3. **Simple to Operate.** Just snap the switch, open the door. No braking, inching or cylinder aligning.
4. **Economy.** Low steam-electric consumption and flexibility because of unit operation.

More than 60,000 Huebsch Open-End Tumblers are now in daily service in both large and small plants. Everywhere, Huebsch *proved* performance . . . and Huebsch well-known acceptance . . . make Huebsch the *wanted* tumbler.

Prices begin at $405.00 including fused extinguisher and explosion-proof motor. See your Huebsch representative or write, wire or phone for details.

HUEBSCH ALLWAY PANTS SHAPER

Cuts pressing time in half. Turns out more than 60 pairs of pants per hour. Steam pressing both inside and out. Reduces grid rejects.

HUEBSCH *Originators*

Open-End Tumbler • Handkerchief Ironer and Fluffer • Pants Shaper • Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washometer • Hosiery Ironers

HUEBSCH MANUFACTURING COMPANY **3775 N. Holton St., Milwaukee 1, Wis.**

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Rear view of counter at Central Cleaners, Edmond, Oklahoma, shows space below for incoming work, drawers for file cards and tickets. Between customers counter girl works at small center desk holding cash register. There's even television for employees—football is a must in Oklahoma

CUSTOMER APPEAL FIRST

Oklahoma Cleaner Starts Modernizing Program With Well-Thought-Out Details in Call Office

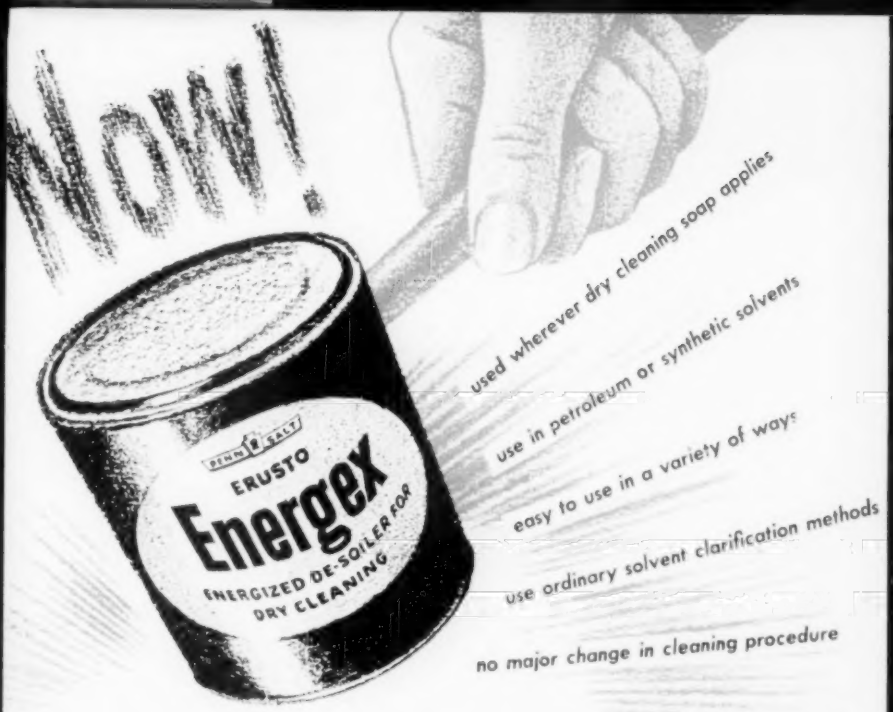
by LOU BELLEW

EVERETT BRYANT, down in Edmond, Oklahoma, believes it's the *little* things you do that make the lasting impression on customers in a small town. We might add that has also proved true in a lot of big cities, too.

A look at the call office of Central Cleaners & Laundry, which was modernized in 1947, is a good illustration of Mr. Bryant's contention. Instead of the usual long counter, this one has three separate sections. A small counter, almost desk-size, on which the cash register sits is flanked by two larger counters.

Each of the side counters sports garment hangers made of chrome-plated pipe, on which the counter girl hangs the order while she rings up the customer's pretty money. The result is that the customers go out

Owner Everett Bryant points out shelf on front wall. Main purpose is to permit customers to write checks without neighbor breaking neck to see balance; also keeps counter cleared during busy periods. What appears at first glance to be dishpan in window is really electric clock. Mr. Bryant was president of Oklahoma Association 1937-39, a director since; has also been president of State Board of Cleaners since 1941



KNOCK OUT SOIL IN THE WASHER!

Enjoy the benefits and economy of Erusto ENERGEX cleaning without major changes in cleaning room procedures!

ERUSTO Energex is flexible . . . can be used in a wide variety of ways . . . by large and small operators . . . for almost every conceivable type of dry cleaning.

ERUSTO Energex works well where large amounts of moisture must be emulsified in stock solution. Where moisture is *not* used, the action of Erusto ENERGEX alone is a real cleaning aid.

ERUSTO Energex is economical . . . a little goes a long way. Available in single gallons, cases and drums.

PENN SALT

LAUNDRY AND DRY CLEANING PRODUCTS

FOR MORE free INFORMATION ON ERUSTO ENERGEX FILL OUT COUPON AND MAIL IT TODAY!

Laundry & Dry Cleaning Division, Pennsylvania Salt Mfg. Co.
1000 Widener Building, Philadelphia, Pa.

Dear Sirs, Please send me free, Service Bulletin No. 16, which gives me full information on Energex.

Name _____

Company _____ Title _____

Address _____ City _____ State _____

Other PENN SALT Products

PENSAL

PERCHLORON

PENOZONE

ERUSTOCIDE

ERUSTO SALTS

ERUSTO BLUES

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ERUSTOLIN

ERUSTOSOL

ERUSTO SOLVENT

ERUSTO FILTER SOAP

ERUSTO SYNTHETIC SOLVENT SOAP

ERUSTO-CETIC

ERUSTO OIL, PAINT AND GREASE REMOVER

ERUSTO DRY SPOTTER

ERUSTO LIQUID WET CLEANING SOAP

ERUSTICATOR

ERUSTO PRE-SPOTTER

ERUSTO DDT EMULSION

TRADE-MARKS REG. U. S. PAT. OFF.

Customer's view of call office. Note broken counter that eliminates lifting heavy bundles to counter top. Hangers of chromed pipe impress customers with careful handling of their work. Door at end of counter leads to boss's office; ornate bank vault door in corner to fur vault. Windows at back are off bookkeeping room where employees aren't bothered by store distractions yet can give counter girl quick information

of the place treating their garments with considerably more care than they formerly did when an order was thrown out on the counter like a sack of potatoes.

Another nice feature of the sectional arrangement is the fact that there is no longer any need to lift heavy soiled bundles on to the counter, as had been necessary since a laundry service was installed. Now those heavy bundles are set in the space between the counters within easy reach of the counter girl.

The backs of the counters are open and afford ample storage space for incoming work, while drawers in the top portion are a handy spot for records and tickets.

In keeping with the service offered here, the color scheme of white and gray for the interior lends an extra touch of cleanliness to this big, well-lighted store.

Like most cleaners, Everett has watched his plant outgrow one layout after another since 1925, until at present a major rearrangement is necessary. Plans are for an early building program that will mean a more ideal workflow and better working conditions for the employees, since Oklahoma summers are prone to raise hob with most ventilating systems.

While most cleaners make production changes first, Mr. Bryant has worked a switch on the conventional procedure and begun by dressing up those parts of the plant the customers can see—the front of the plant and the call office. The reasoning is logical in that the usual high quality of work will continue, no matter what changes are made in the unseen parts of the plant. So, Mr. Bryant figures, as long as most customers think the cleaning process consists merely of dunking a garment in a barrel of gasoline, why not impress the public with the fine quality of your service and insure their continued patronage by means of pleasant surroundings? Looks like good reasoning on the part of this Oklahoma cleaner. # #

New front has had big part in making better impression on citizens of Edmond

Now . . . Arrow Sponge Pads . . . America's original and genuine sponge pads are fully patented. For your protection, look for the Arrow trade mark on every Arrow Sponge Pad . . . it's your assurance of greater pressing efficiency and economy. No button or zipper breakage . . . no shine to steam out . . . no frequent production stops for repadding. Operators press better . . . faster . . . easier with the patented Arrow Sponge Pad.

ARROW SPONGE PAD

*Reg. U. S. Patent Office
Patent No. 2482412

ORDER DIRECT FROM YOUR JOBBER

ARROW MANUFACTURING COMPANY

2922 TERRACE STREET • KANSAS CITY 8, MO.

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ASSOCIATION NOTES

Convention Plans: The **Montana Laundry Owners and Dry Cleaners Association** is putting on an active campaign to enroll all members of the industry and to get them to turn out for the annual convention, which will be held in Great Falls some time this spring. Membership chairman is Herb H. Bernstein of Montana Cleaners, 115 First Avenue N., Great Falls; association secretary is Jim Robinson, National Laundry, 1100 First Avenue N., Great Falls.

As a feature of the annual convention and exhibit of the **National Institute of Rug Cleaners** to be held at the Hotel Statler, Washington, D. C., January 14-16, delegates will visit the new rug cleaning pilot plant and school at the National Institute of Cleaning and Dyeing at Silver Spring.

The convention theme will be better customer relations and business management. Technical and engineering subjects will also be discussed.

The **Dry Cleaners Institute (Ontario)** has announced plans for its 1950 convention, to be held October 2 at the Royal York Hotel in Toronto. Accommodations will house an even larger attendance than that at the 1949 convention.

: :

Local Meetings: At a recent meeting of the **Western Kentucky Cleaners Association** held at Morganfield, guest speakers were Maurice Quiggins, president of the state group, and O. W. Howard of the National Institute. The Western Kentucky group is headed by G. W. Mick of Kuttawa.

At the November 16 meeting of the **Anderson (Ind.) Laundry and Dry Cleaners Association**, President William Hovermale named a policy committee composed of Kenneth Ballinger, James Babcock and Webb Hawley. Customer relations were the subject of the evening's discussion.

An organization meeting was recently held at Emmetsburg, Iowa, by dryceaners from 25 towns in the northern section of that state. The name of **North Iowa Dry Cleaners' Clinic** was selected for the group, but election of officers was postponed until the middle of January. Bob Cochran of Algona served as temporary chairman, while Maurice McNally of Emmetsburg made arrangements for the meeting.

: :

Massachusetts Directors Meet: The first meeting of the enlarged board of directors of the Cleansing Plant Owners of Massachusetts, Inc., was held November 27 at Cambridge. Policies for the new administration headed by Henry J. Shea were formulated by the 35 officers and directors in attendance. It was voted to expand the post of executive secretary to a full-time position and a committee was nominated to select a man for the post, since the present secretary, Maurice E. Smith, was not a candidate. It was also voted to retain Mr. Smith as legal counsel for the association.

Several members spoke of the benefits they had received by becoming members of their local Better Business Bureaus, and it was proposed that the association undertake a program of public relations at the consumer level.

Retiring president Philip Mason was presented with a leather traveling bag in appreciation of his services.

: :

Local Elections: At a recent meeting of the **Miami Beach (Fla.) Cleaners and Launderers Association**, Henry Cove, Vogue Laundry and Cleaners, was re-elected president. Herbert Frink, Vann Cleaners, was chosen vice president; Miss Betty Richter of Betterway Cleaners treasurer, and G. H. Mitchell secretary.

Members agreed on a plan for sharing equipment and personnel to handle hotel laundry and drycleaning during the peak winter season.

: :

Ontario Institute Grows: At a meeting of the Sarnia Association of Dry Cleaners held November 9, all members indicated their intention of joining the Dry Cleaners Institute (Ontario, Canada). The Essex County Cleaners and Launderers Association also voted to join the Ontario group.

A meeting of the Essex County group held at Windsor was attended by George Langley, chairman of the Institute's public relations committee, and D. H. Currie, Institute manager, who spoke about cooperation with merchants on serviceability problems.

Mr. Currie also attended a meeting of the Mid-Western Division in Waterloo, which appointed a committee to study the establishment of a school in Kitchener. Members of the committee are H. E. Wambold, Newtex Cleaners, Kitchener, chairman; Mr. MacDonald of Newtex Cleaners; D. Shiff of Twin City Laundry, Waterloo; Mr. Simpson of Jarmain's Cleaners, Stratford; O. W. Tank, Swan Cleaners, Waterloo, and J. M. Whaley, Jessop & Whaley Cleaners, Waterloo.

: :

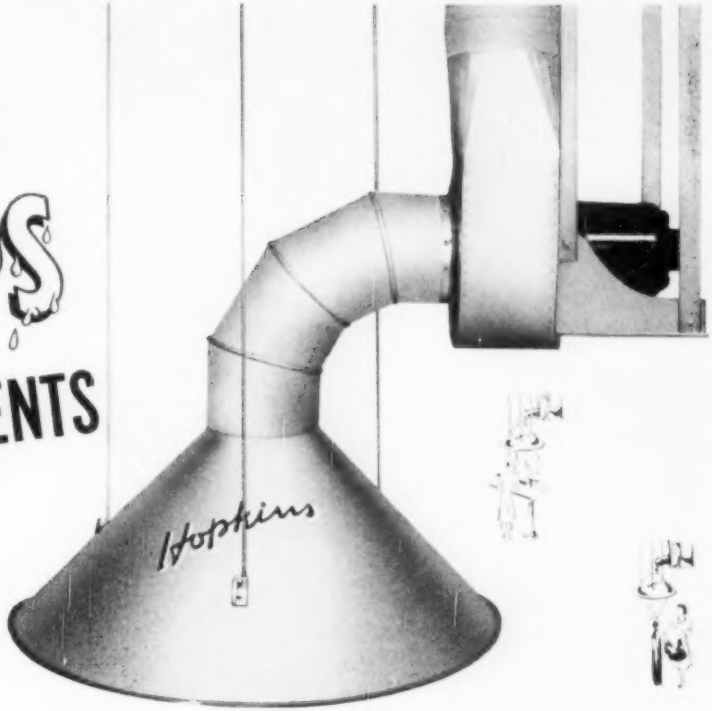
Alabama Reorganizes: A group of Alabama plant-owners have met to reorganize the Alabama Launderers and Dry Cleaners Association. The following officers have been elected: president, Julian Slager, G and S Cleaners, Montgomery; vice president, E. E. Bishop, Bishop's Laundry and Cleaners, Dothan; executive secretary, Carl Griffin, Montgomery.

: :

Angelenos Choose Officers: At the annual membership meeting of the Neighborhood Cleaners & Dyers Institute of Los Angeles, California, held November 10, the following 15 members of the board of directors were elected:

For 1-year terms: Leo Abeyta, Bon Marche Cleaners, Inglewood; Myrell Baker, Frantz Cleaners, Pomona; Albert Hayes, Hayes Cleaners, Glendale; John O. Lewis, Lewis Cleaners, Los Angeles; D. Lo Verso, Little

DON'T LET DRIPS RUIN GARMENTS



. . . Use Hopkins EXHAUSTO JET STEAM CHASER

The Hopkins Exhausto-Jet Canopy prevents condensation of steam on ceiling and eliminates the hazard of moisture dropping back on finished garments.

Excess steam from equipment is immediately exhausted to the outside. A powerful blower draws the steam in and expels it.

Exhausto-Jets can be installed easily, in any position over steam equipment anywhere in the plant. By adding straight pipe sections the canopy can be extended or lowered any degree.

Protect your work, protect your workers. Install Exhausto-Jet Steam Chasers over all steam equipment. See your nearest equipment jobber or write direct to . . .

A "MASTER" Alfred Hopkins ENGINEERED PRODUCT

HOPKINS EQUIPMENT COMPANY • HATFIELD, PA.

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Poppy Cleaners, Los Angeles; William Smith, Smith's Cleaners, Santa Monica; Mel Winters, M. L. Winters Glove & Leather Spec., Los Angeles. For 2-year terms: John E. Brittain, Park Cleaners, Monterey Park; Sam Kaufman, "O" Cleaning Service, Los Angeles; J. A. Menefee, Vogue Cleaners, Glendale; James Phillips, Approved Method Cleaners, Los Angeles; M. B. Phipps, Radio Laundry and Cleaners, Los Angeles; L. M. Stroud, Rosie Laundry and Cleaners, Los Angeles; W. J. Shields, Arlington Laundry, Los Angeles; J. Don Wise, Wise-Way Cleaners, Los Angeles.

J. Don Wise was unanimously reelected president. L. M. Stroud was chosen vice president and M. B. Phipps treasurer. Paul E. Lipscomb continues as executive secretary.

* *

New Officers at New Orleans: Calvin H. Weiser has been reelected president of the New Orleans Laundry and Cleaners Association. Jules Randon was chosen vice president and Philip Foote treasurer.

Members of the group presented Mr. Weiser with a silver coffee service in recognition of his work for the organization during the past year.

N. I. C. D. NEWS

Celanese Presents School Library: The Celanese Corporation of America has presented the NICD with a new school library, in token of many years of friendly cooperation between the corporation and the Institute.

Corner of library presented to NICD by Celanese Corporation

Back in the 1920's, when Celanese fabrics first came on the market, the two organizations worked together to establish satisfactory methods for drycleaning the then revolutionary new fabric. For some years Celanese maintained a research associateship at the Institute to work on the problem.

The library occupies a space 25 feet by 35 feet on the remodeled second floor of the Institute school building. It has been equipped throughout with new furniture. To date, over 350 new books have been purchased, covering a wide range of subjects of interest to drycleaning students. Current copies of all trade journals are also available.

The Institute is deeply appreciative of the Celanese Corporation's valuable contribution to the Institute school facilities and to the drycleaning industry in general. It is planned to hold appropriate presentation ceremonies at the 41st NICD Convention in Chicago next March.

* *

General Course Enlarges Enrollment: The NICD has announced that classes of its 12-week General Course in drycleaning are being enlarged to accommodate 180 students. The present limit of 150 students per class has not been able to meet the demand.

Starting with the 73rd class, January 3-March 24, 1950, there will be three sections of 60 students each. Each section will have five divisions of 12 students each. Instruction will continue on the same high level as in previous classes, the NICD states.

Applicants now on the waiting list will be given preference in filling the 30 additional places in the January class. However, it is recommended that NICD members send in applications now for future classes, since cancellations sometimes enable later applicants to be taken. Classes in 1950 are scheduled for April 3-June 24, July 3-September 22 and September 25-December 15.

* *

Hammett New Field Representative: Arch Hammett has joined the staff of the National Institute of Cleaning and Dyeing as its new field representative for West Virginia. A native of that state, he received his schooling in St. Marys, West Virginia.

In addition to other experience, Mr. Hammett was for four years general manager of a cleaning and laundry plant located in Parkersburg, West Virginia. He is a graduate of the 66th NICD General Course.

ARCH HAMMETT

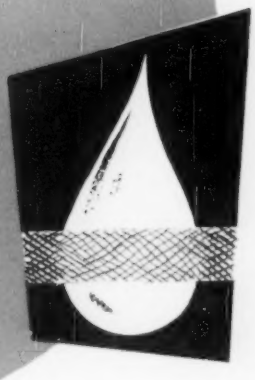
* *

Above: Beta Chapter, New York group of NICD alumni, had 56 persons in attendance at November meeting to hear C. B. Kasson of R. R. Street explode. New alumni please write Morris Silverman at 8-16 43rd Ave., Long Island City 1, N. Y., for details of next meeting. Below: Fellowship breakfast at Tau Chapter, Oklahoma, at Southwestern convention

SO-KLEEN

Pat. Pending

PENETRATES



PENETRATION is So-Kleen's answer to how to get garments cleaner and brighter looking with a minimum of wet cleaning and spotting.

So-Kleen's deep-down penetration thoroughly removes imbedded grease, grime and spots. Because it is not removed by filtration, So-Kleen stays in the solvent load after load, doing a thorough cleaning job every time.

Order So-Kleen today—for better cleaning every time.

For the Same Superior Penetration
in Synthetic Units
Use SO-KLEEN "SY" Pers

Write for bulletin on SO-KLEEN "SY" Penetrant . . . the formula that adds power to synthetic solvents, removing soil that ordinarily requires wet-cleaning and spotting.

MERSON PRODUCTS COMPANY
63 Essex Street, Jersey City 2, N. J.

Leading distributors throughout the U. S. A.

A *Merson* PRODUCT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Manitowoc

Presents a New

Synthetic Dry Cleaning Unit!

Superior in Design . . . Superior in Construction and Far Superior in Performance

Thoroughly tried, proved and tested this new Manitowoc Perchlorethylene Dry Cleaning Unit was built to fill the need in the industry for a low cost, high capacity machine in establishments doing a volume up to $1500 per week.

Designed • Built • Guaranteed by *Manitowoc* under The Most Reliable Sales Policy in the Industry

Back of every Manitowoc Dry Cleaning Unit stands the integrity, the engineering skill and vast facilities of this 47 year old, world-famous organization.

1. Responsible Dealers

A financially responsible dealer organization with adequate experience and ample facilities to render assistance, service and parts at all times.

2. Factory Planned Installation

Purchase price of unit includes factory planned installation and complete operating instructions.

3. Six-Month Warranty

Manitowoc provides a six-month service guarantee plus scheduled inspections by factory trained representatives.

On Display

See this remarkable Dry Cleaner at the N. I. C. D. Show, CHICAGO, MARCH 12-15 • BOOTHS 790-791

The Manitowoc is a basic "bread and butter" machine, having ALL the essentials necessary to turn out the highest quality and maximum volume of cleaning at the lowest cost per dollar of investment. It is low in original cost . . . low in maintenance cost . . . low in operating cost . . . and *highest in the industry in pound capacity per dollar of investment.*

DUAL DRUM FOR EXTRA CAPACITY

Washer and extractor drum holds 35 pounds. Dual drum construction permits operating deodorizer tumbler simultaneously with washer, thereby doubling capacity.

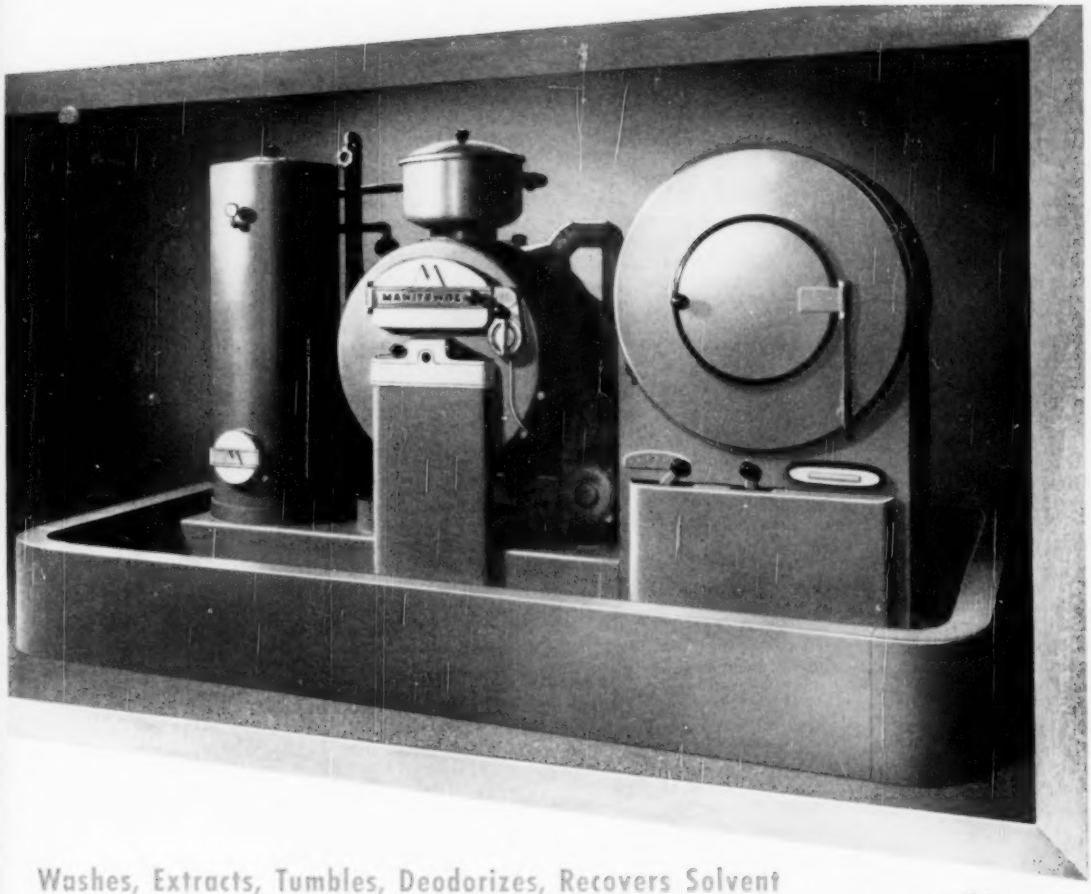
BUILT-IN VENTILATION

The only unit in the industry with a completely built-in ventilation system—with ducts along the floor level to enclose the entire unit. A powerful fan draws any possible fumes out through an exhaust stack. In addition, air is drawn into the washer and tumbler automatically whenever doors are opened.

GREATER SIMPLICITY

Anyone can operate a Manitowoc . . . it requires no skilled technician. Because it is manually controlled, each cycle can be set to suit the load. Two timers provide warning signals upon completion of any pre-set cycle. Soap loads can be run as desired.

When writing to advertisers please mention The NATIONAL CLEANER & DYER



Washes, Extracts, Tumbles, Deodorizes, Recovers Solvent

The Manitowoc is a complete dry cleaning unit consisting of storage tank, still, filter, filter back-wash, washer-extractor, deodorizing tumbler for solvent recovery and a built-in ventilating system. It fills with solvent, washes, drains and extracts in one cylinder on pre-set variable cycles. The clothes are then removed and placed in the deodorizing tumbler which dries them and recovers the solvent vapors. Continuous filtration of solvent assures better, faster cleaning.

Using nonexplosive Perchlorethylene combined with a built-in ventilating system, the Manitowoc provides utmost safety, meets most zoning regulations and does not require additional insurance.

It will pay you to investigate this new, low priced dry cleaning unit. Send for additional details today.

TEMPERATURE CONTROLLED DEODORIZING TUMBLER

May be purchased separately. 30" x 30" tumbler, for deodorization and solvent recovery. Comes complete with temperature regulator, heating and cooling coils, lint trap and motor.

Manitowoc Synthetic

MANUFACTURING DIVISION of MANITOWOC SHIPBUILDING CO.

812-16th Street, Manitowoc, Wisconsin

PERCHLOR DRY CLEANING UNIT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

TREASURE CLEANERS

by JOHN J. DUNN

ONE day recently a customer appeared at the counter of Treasure Cleaners in White Plains, New York, with a piece of veiling about 28 inches wide and 4 yards long. "This has been in the family for some years, and I would like to have it cleaned for a wedding," she explained. While making out the invoice, Martha E. Foster, owner of the business, asked the woman if she would like additional insurance. "I don't believe that will be necessary," the customer replied. "I'm carrying a $3,000 policy on it now."

An incident as dramatic as this is not an everyday occurrence at Treasure; nevertheless, there is seldom a time when a valuable heirloom of some kind isn't being processed in the White Plains plant.

Miss Foster, who was once a textile expert with the U. S. Department of Agriculture, was graduated in 1930 from the general drycleaning course at the National Institute of Cleaning and Dyeing. In the same year she established a plant in Scarsdale, New York, with the specific intention of accepting the type of work most cleaners avoid. Until illness curtailed her activities during the war years, Miss Foster did a brisk business in wedding gowns, speciality jobs and other orders that demanded the ultimate in quality workmanship. In 1946 she reestablished her plant at White Plains, the shopping center of New York's wealthy, suburban Westchester County. Since then she has been back in business with a service aimed at the well-to-do and geared to the hard-to-do.

There are no great secrets about the Treasure operation. Procedures here are much the same as those in most plants except for a meticulous attention to details and a constant emphasis on perfection rather than production. Most work is handled in a one-hour cleaning cycle but some fragile, antique pieces are hand-cleaned and allowed to drip dry. An expert spotter, Miss Foster personally removes all the more difficult stains. Dresses are ironed by hand on the wrong side, while in some cases skirts are pressed lightly and touched up by hand. On ordinary dresses the ironers turn out about four to five pieces an hour.

The price scale in the White Plains plant is pretty much in line with that charged by many quality cleaners in other sections of the country. Men's suits sell for $2 and up while women's dresses start at $1.75. Most wedding gowns fall somewhere between $16.50 and $25. Miss Foster publishes no price list, but computes the charge on each piece individually when it is ready for delivery.

With gowns submitted over the counter, the Westchester cleaner has a rule of thumb which she uses in quoting an approximate price for the customer. She measures the bottom of the gown, allows $1 or $1.50 per yard, adds a sum for the trimmings and arrives at a figure somewhere near the final price. When the job is completed this price may be adjusted slightly up or down depending upon the amount of time required in finishing. The hand ironers are expected to turn out from $8 to $10 in retail sales per hour. Accordingly, if an ironer spends two hours on a gown, the price must be set at from $16 to $20.

Miss Foster does some sales promotion, principally through letters addressed to women whose engagements are announced in the local newspapers. Written individually, the letters are pitched in a rather low key and state simply that Treasure would like to be of service in reconditioning any family wedding gown the bride might wish to wear for the ceremony. In general, however, Treasure's best advertising is word-of-mouth—one woman telling another. And some of the cleaning jobs the plant has done are worth talking about. # #

Left: Martha E. Foster, owner of Treasure Cleaners, White Plains, N. Y., with pair of drapes of almost untold value. Drapes were brought to New Orleans from Europe in 1819, taken to New York and remade in 1869, used constantly since. So far as known, this was the first time they were cleaned. Pieces of high value are stored in vault when not in process. Right: Dresses are pressed on wrong side to avoid shine; iron passed under seam to remove slight seam impression. Final inspection is extremely rigid

Eaton's

ECCODUX

A Water Repellent For Use With Any Dry Solvent

- Easy To Use . . . Economical
- No Expensive Equipment Necessary
- Completely Soluble At Any Temperature Above Freezing When Diluted As Prescribed
- Can Be Used Over And Over Without Loss Of Concentration
- Concentration: One Part ECCODUX—10 Parts Any Dry Solvent Produces Repellency Rating Of 90 N.I.C.D. Spray Test

Completely Soluble Without Agitation At Any Temperature Above 32°F. (Freezing).

This means you can use Eaton's ECCODUX without difficulty from solidification in the ordinary temperatures in your cleaning room. If the temperature in this room did happen to go down to as low as 2° above zero F. the ECCODUX bath would become a very thick, syrupy liquid. This bath will return, without agitation, to a clear, completely soluble solution in a comparatively short time after the room temperature has been raised to 70°F., or above.

Can Be Used Over And Over Again Without Loss Of Its Concentration.

Eaton's ECCODUX Water Repellent solutions will remain at the same strength until completely used. You can use a solution over and over again without loss of its concentration. This means true economy . . . a real saving in both material and labor.

One Part Eaton's ECCODUX—10 Parts Any Dry Solvent Makes A Solution Which Produces A Repellency Rating Of 90 N.I.C.D. Spray Test.

Extended as directed, Eaton's ECCODUX has passed the N.I.C.D. spray test with a rating of 90. Use Eaton's ECCODUX to treat Fabric Rain and Storm Coats; Sport, Snow, and Ski Clothes; Men's Suits, Shower Curtains, Factory Clothes, Work Aprons, and other fabrics. It will produce a soft, water-repellent finish, and restore the repellency of garments so treated by the manufacturer.

100 Percent Solubility.

The 100 percent solubility of Eaton's ECCODUX, which makes additions to the bath so simple, plus the manner in which it responds to low temperatures, are two of the reasons why the dry cleaning industry is rapidly accepting ECCODUX as the *STANDARD* water repellent.

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Established in the year 1838

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Right: Cleaning of upholstered furniture and household items is stressed in drivers' training program at Dechaux Frères, Montréal. Bottom right: One-day service is special inducement on car upholstery cleaning

TRAINED DRIVERS PRODUCE

Intensive Program of Routeman Instruction Sells Sidelines for Canadian Cleaning Firm

ROUTEMEN trained in selling sideline services have been getting excellent results for Dechaux Frères, Limited, of Montréal, one of Canada's largest dryeleaning organizations. The cleaning of over 100 sets of living-room furniture each month has been only one of the fruits of the training program.

Drivers are instructed to ask when making a pickup, "Have you had your furniture cleaned and checked lately?" The usual answer is "No," which gives an opening to explain how the most careful housewife cannot prevent moths from entering the upholstery unless the inside dirt is removed—a job for expert handling. The routeman also explains the two types of service—work done in the home or at the plant, the latter preferable because minor repairs can be made. The drivers are taught where to look for dirt so that they can show how it accumulates, doing it tactfully so as not to cast reflections on the customer's housekeeping.

Dechaux also specializes in cleaning of automobile upholstery. In soliciting this service, the routeman asks, "Does your husband drive his own car?" If the answer is "Yes," he then tells the customer about the company's one-day service. "Have him drive in his automobile in the morning," he suggests. "We will pick him up in the evening and take him to the plant, where his car will be waiting with the interior looking like new."

The same type of intensive training is used to teach routemen to sell such sidelines as rug cleaning and dyeing and fur services. The drivers are given a sufficient knowledge of furs so that they can answer customers' questions on fur durability, identification and other details.

In all of this training, the driver is taught never to make promises he is not certain the firm can fulfill. This applies to delivery dates as well as to cleaning possibilities and the risk of damage to unserviceable fabrics. The training program is backed up by a well maintained fleet and immaculate uniforms.

According to A. F. Dechaux, founder and president of the long-established Canadian firm, the routeman training program has had at least three excellent results. The company gets more business, the customer receives extra service, and the driver is given a sense of importance in his work. # #

and now . . . *IT TAKES TO THE AIR!*

One of the strongest appeals of air travel is its cleanness--and that goes for the plane furnishings, too. To set up procedures for keeping its plane interiors spotless, a leading airline has ordered

THE SPOTTING MANUAL

of the

DRYCLEANING INDUSTRY

Revised Edition

by ALLEN O. FLIGOR

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But there's nothing flighty about the down-to-earth contents! Directions for safe removal of spots and stains, for wetcleaning, bleaching and related procedures, are completely practical—easy to understand and easy to follow.

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Right: Three trucks of Peerless Cleaners, Reno, Nevada, are all painted maroon, have white sidewall tires. Trucks are washed every evening, polished monthly

Below: Two-level hillside plant accommodates 8 to 12 cars in concrete-surfaced parking area

TWO-STORY SUCCESS

Plant Designed to Conform to Hillside Site Proves Efficient and Attractive

THE sharply sloping hill site of Peerless Cleaners, Reno, Nevada, made it necessary to build the plant on two levels. Completed over a year ago by Mr. and Mrs. Robert Cantrell at a cost of $500,000, the red-brick building features a Spanish-style red tile roof. A marquee across the entire front protects customers during bad weather. The plant is located in a residential section about half a mile from the downtown business center.

In the basement are located the dryeleaning, marking, wetcleaning, silk spotting and wool spotting departments, as well as the boiler room. Incoming trucks drive into the plant through a 14-by-12-foot doorway and discharge their loads directly into the marking room. Two stainless-steel chutes lead from the cash-and-carry counter upstairs to the marking department.

Because of the basement location of the dryeleaning room, a stainless-steel ventilating ductwork system has been installed. It is connected to a 3700-cubic-feet-per-minute exhaust fan at the rear of the building. The system may be reversed to pull in cool air or to exhaust solvent odors. (Continued on page 66)

Get ready...Get set

GO into '50

with the RIGHT equipment

Always RIGHT Cissell equipment means MORE PROFITS FOR YOU! Actually, slow, time-wasting methods that slow down your production cost you money—they have no place in the new year ahead. Why take less than the best? COUNT ON CISSELL — the recognized leader in finishing equipment the world over

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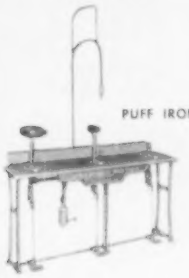
PUFF IRONS

SPOTTING UNITS

STEAM-ELECTRIC IRON—FOOT PEDAL CONTROL

STEAM-ELECTRIC IRON WITH WATER-SPRAY GUN—FOOT PEDAL CONTROL

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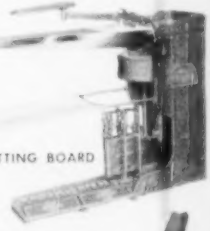
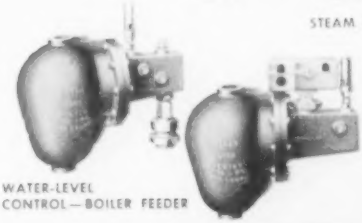
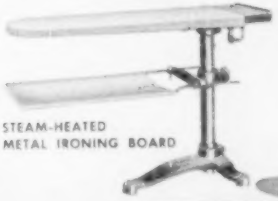

STEAM SPOTTING BOARD

STEAM-ELECTRIC IRON—THUMB CONTROL


WATER-LEVEL CONTROL—BOILER FEEDER

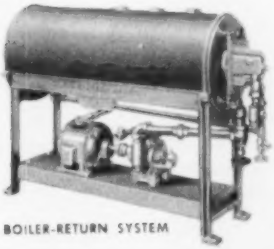
DOUBLE GARMENT DRYER

STEAM-ELECTRIC IRON WITH WATER-SPRAY GUN—THUMB CONTROL


STEAM-HEATED METAL IRONING BOARD

WATER-SPRAY GUNS

CUFF BRUSHER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Right: Store fixtures are hardwood, knotty pine. Not shown are open rack for ready garments and lounges for the customers.

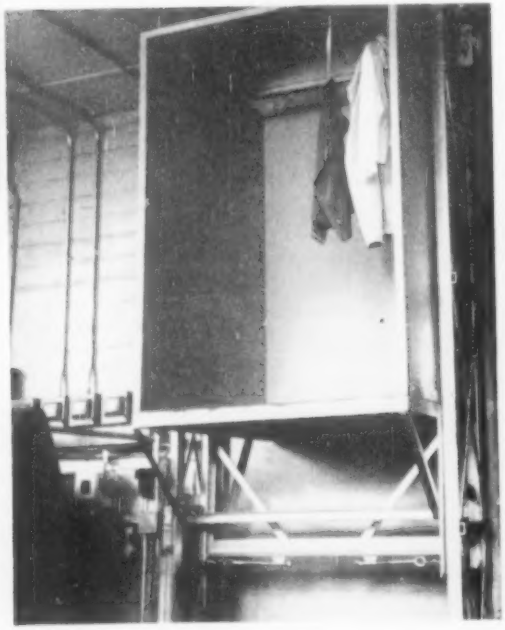
Below: Basement departments are connected with upstairs finishing section by electric elevator, 5 by 4 by 8 feet. Lift moves smoothly up steel frame on wall of basement spotting room; carries spotted garments to repair and alterations department, one at either side of elevator entrance, and to heads of two slickracks going to finishing department. Alteration girls inspect garments as they arrive. Any finisher can send back any garment operating lift herself.

(Continued from page 62)

While the Peerless plant was designed for a capacity of $6,000 weekly, it was operating at half that volume at the time this story was written. Because of an auto accident to Mr. Cantrell which involved long hospitalization, it was decided to eliminate all promotion during his absence and so hold down volume.

Mr. Cantrell's injury also caused the postponement of the original plan to schedule regular plant tours. However, customers are invited to go through the building, where many features impress them with the good housekeeping and attractive appearance of the plant. Among them are asphalt tile floors which cut down noise, the ventilating systems and the use of color. Walls are painted in graduated shades of pastel green and all of the equipment has been sprayed a uniform olive green.

According to Mrs. Cantrell, while a single-level operation might be more efficient from several standpoints, the two-level system has proved highly satisfactory. # #



Below: Section of exhaust duct system in basement cleaning room. Note floor-level louvres which take out air.

WRITTEN 21 YEARS AGO

Of greater interest now than ever

Street's pioneered the prespotting idea more than two decades ago. Cyclo, developed in 1927, is still recognized by leading craftsmen as America's Leading Prespotter.

Write for complete information on the latest use for Cyclo in the Dryco Spra-Spotting Unit. R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6.

(This is a paid advertisement.)

QUESTIONS and answers

Diagonal Sun Fade

Can these two-tone blue trousers be the result of sun fading? We know a darker shade under the lapels or pants cuffs is a good sign of sun fade, but this line runs diagonally across the fabric. That also seems to rule out the possibility of there being two different bolts of cloth used.—*T.H.S., Ohio*

YOU only need to follow your analysis one step further. It *is* sun fading, because the inside of the garment is uniform in color. Note that the faded area on the left trouser leg is triangular in shape. If you lay the trousers flat with the left side up you can double the lower part under to form a crease or roll on the bottom side of that faded triangle. Then fold the top of the trousers down over the leg so that the fly lines up with the long side of that faded triangle.

You will see then that all the faded portions are exposed—the triangle on the left leg, the whole of the right side up from about the middle of the hip pocket, and part of the right cuff which projects from underneath. Also, all of the unfaded portions of the garment are now concealed. Moreover, the folds show a gradual change in color, while the long side of the triangle where the top covered the leg shows a sharp change in color.

This appears to be a true sun fade, since the faded part does not have the purplish cast typical of acid-gas fading. The trousers must have lain exposed to the sun for quite some time, which would indicate a store window. It could have been over the back seat of a car or even on a dormitory window seat, assuming college boys don't put away their clothes.

Brown Stains on White Wool

What causes brown stains on pure white wool coats after the use of ammonia? Sodium perborate has no effect on cleaning up these stains.—*P.D.C., Maine*

THERE are several possibilities. Chlorine bleach can damage wool fiber severely. On white wool it would result in a yellow stain darkening to brown. There appears to be no way to restore chlorine damage.

The action of ammonia on a metal in contact with wool fabric will cause a brown or black discoloration. Buttons, buckles, ornaments and even metallic yarns mixed with the wool are the most frequent causes of such trouble. Ammonia applied in metallic equipment will cause it, or even metal stoppers in otherwise nonmetallic tubs.

A similar stain can occur through use of a strong reducing bleach such as sodium hydrosulfite in contact with a metal spotting board. In either case, application of a commercial rust remover, followed by an oxidizing bleach, may be successful.

The most likely cause of brown stains on white wool, however, is a previous bleaching in potassium permanganate. It is a harsh oxidizing bleach that must be completely neutralized immediately after bleaching. Any slight amount remaining in the wool will turn brown on contact with ammonia or a mild oxidizing bleach such as sodium perborate or hydrogen peroxide.

Potassium permanganate, sodium perborate and hydrogen peroxide are *all oxidizing* bleaches, though the last two are much milder than the first. Therefore, the latter increase rather than reduce permanganate stains.

It takes a *reducing* bleach to do the job. Sodium bisulfite or sodium hydrosulfite are commonly used reducing bleaches. The first is frequently used to neutralize potassium permanganate after a bleach bath. Either should be effective in removing the brown stains in question, except that after a white wool garment has been bleached in potassium permanganate and neutralized about three times, the pure white doesn't come out so pure any more.

Stains from Tumbler

What could be causing metallic stains, particularly on trouser linings, while the garments are being tumbled?—*C.T.A., North Dakota*

YOU seem to feel the trouble is in your drier. This could be determined by tumbling a piece of white material. If stains on the material prove it is your tumbler, look for a leak either in the heating coil or in one of the steam lines connected to it. Enough steam may be leaking into the tumbler to cause corrosion of the cylinder at high temperatures. While stains from such corrosion should be easily spotted out with a commercial rust remover, it certainly is advisable to mend the leak and repair or replace the cylinder.

If the stains do not appear on the white sample in the tumbler, then check the washer and extractor. Excessive moisture can cause corrosion there, also, appearing as a thin film that can't been seen until it appears on a garment that has been rubbed forcefully against it. Moreover, a corrosion stain might not show up until the garment is dried. Here the remedy is frequent cleaning of both washer and extractor, and frequent distillation of the solvent.

Black Chamois Innerlining Bleeds

This lady's fuchsia coat had the attached black chamois sewed high in the back between the cloth and the lining. The dye stains on the coat came from the chamois in the cleaning. No prespotter of any kind was used, only our standard soap solution in the cleaning run.—*H.Y.N., Iowa*

WED call this one truly unserviceable. The black dye on the chamois bleeds profusely in drycleaning solvent. Like many leather dyes it sets in the fabric so thoroughly that the color of the coat comes out before the black dye is moved noticeably.

On this particular garment, tamping in an effort to remove the stains will wear out the nap. The chamois can't be removed without opening a couple of yards of seam on the coat. Also, our correspondent hadn't tried to finish the coat yet, or he would have found the chamois hard and unyielding.

One ray of sunshine in this case was that the retailer who sold the garment asked the drycleaner for professional analysis of the garment so he could approach its manufacturer for an adjustment.

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2-GIRL

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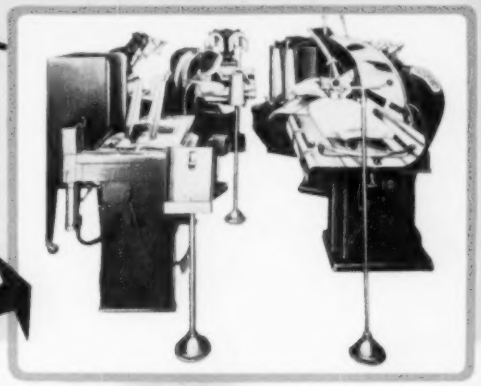
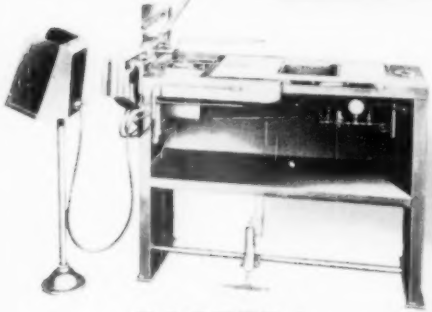
The unit you've been waiting for!





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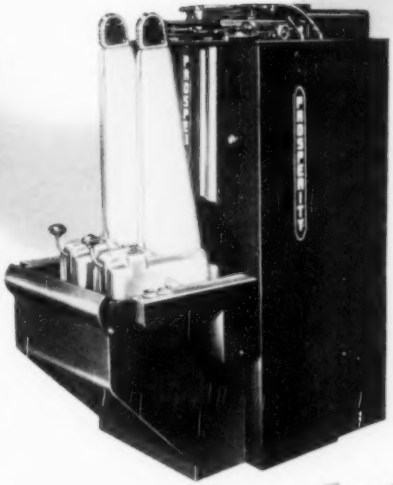

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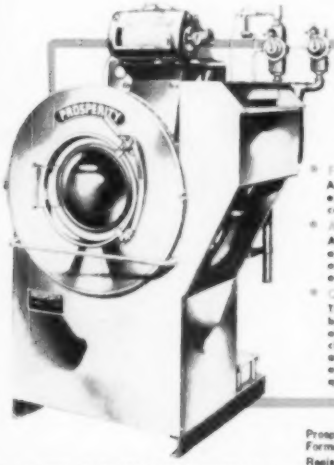

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At last a scientific method of applying either your straight soap or soap stock solution by air pressure in such a manner that the soap or soap stock solution is atomized perfectly with the solvent before the solvent enters the washer, assuring you that all solvent entering the washer is completely saturated with either straight soap or with soap and moisture according to the type of load being run.

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2. Doubles your plant production with no extra equipment cost.
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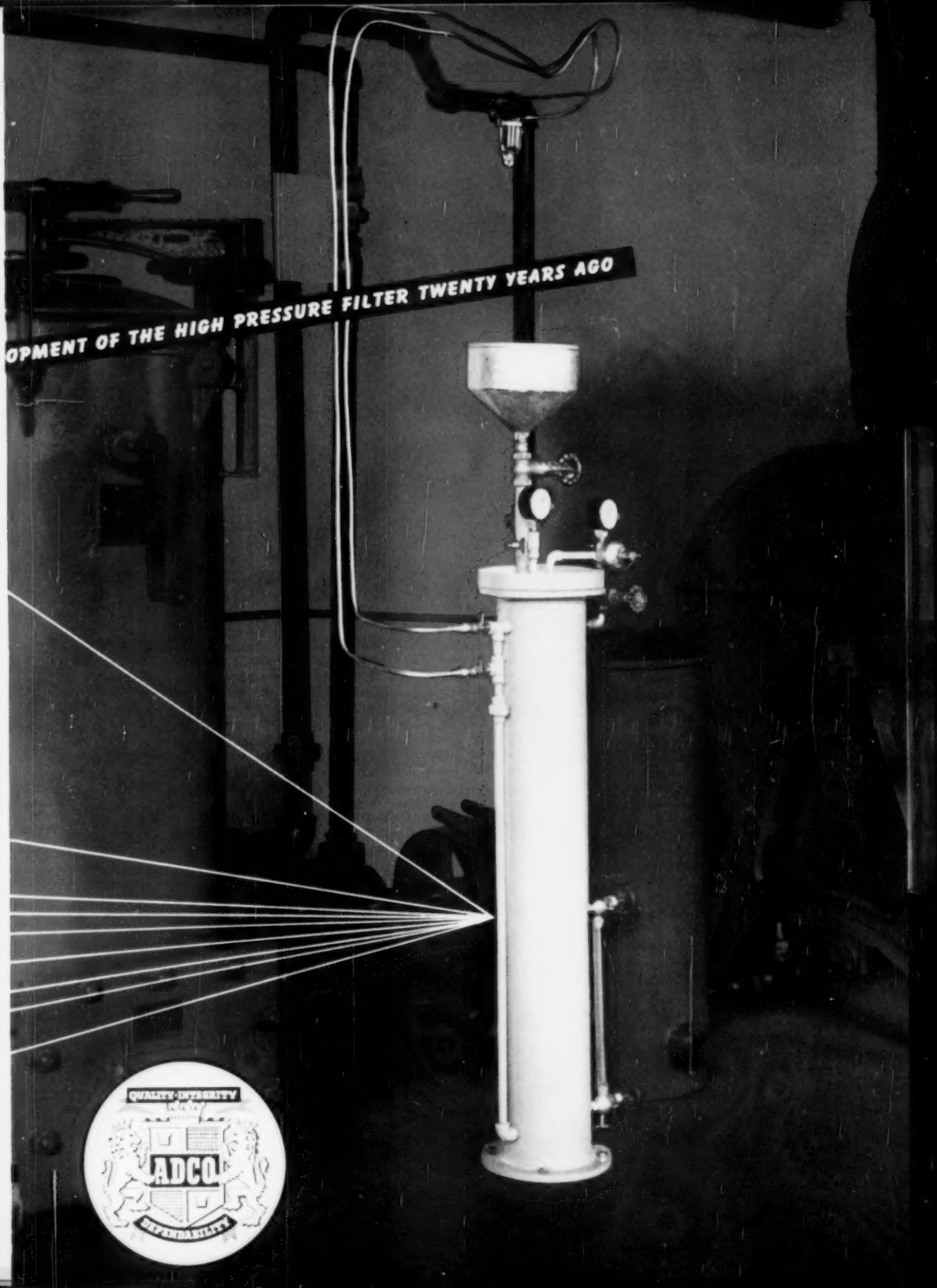
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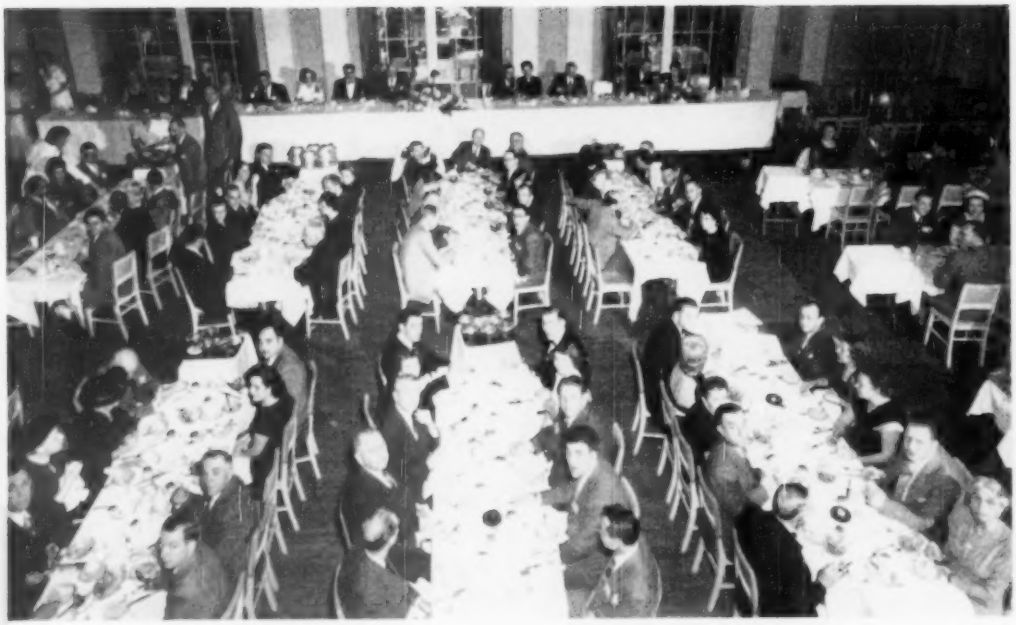


PINGATORE HEADS MICHIGAN

by WILLIAM R. PALMER

ASSOCIATION personnel was the prime subject of discussion at the thirty-sixth annual convention of the Michigan State Association of Cleaners and Dyers, Inc., held at Grand Rapids on December 10-11.

Frank Pingatore of Sault Ste. Marie was elected president for the coming year, replacing the hard-working and popular John J. Miedema who had been hospitalized for some time and was unable to attend the meeting. According to the association constitution the officers were chosen by the board of directors. The other officers are E. L. Messenger, first vice president; Lorain Bancroft, second vice president; Dana Antes, secretary; Herman O. Friedli, treasurer, and Robert Thyne, sergeant-at-arms.

The board of directors was chosen by balloting before the convention. Members from each of the twenty zones throughout the state of Michigan voted only for the director from their respective zones, and the results were announced at the convention. The new board includes Frank Pingatore, Loren Bensley, Arthur Wuggazer, Conrad Roth, Ed Meiers, Dana Antes, Herman Friedli, E. L. Messenger, John J. Miedema, Howard Cameron, Albin Wendrow, Clarence DeLine, Roy Stickle, William Stuckel, Max Brail, Arthur Greene, Robert Thyne, James Grimes, Herbert Reisig, and William Tacker as allied trades representative. Bernice E. Harman was reappointed executive secretary.

Michael O'Neill received a temporary appointment as public relations director for the state association (not to be confused with the position recently held by Jane Thomas in Detroit). The permanency of Mr. O'Neill's appointment will depend on the success of the association's public relations program.

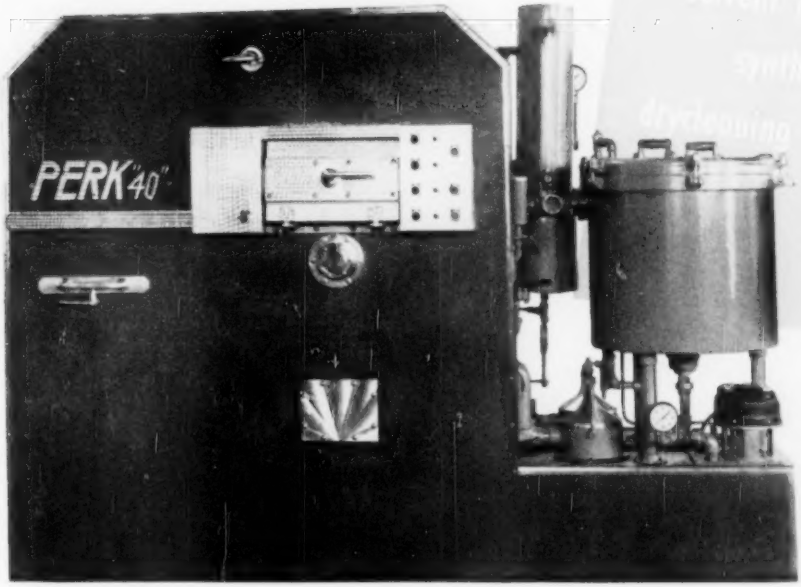
The convention's speaking program opened and closed on the theme of fire prevention. In the opening talk police sergeant Quentin Dean discussed the importance particularly of good housekeeping in preventing fires, with particular emphasis on keeping safeguards in working condition. The final session closed with a demonstration by the Grand Rapids fire department of the explosive properties of not only home cleaning solvents, but also dust, lint and even starch, powdered sugar and cocoa when diffused in a cloud.

In between were talks on profits in fur cleaning by Nate Root of Root & Company, on showmanship in the cleaning business by W. H. Stone of U. S. Hoffman Machinery Corp.; and a score of business-building ideas contributed by Ken Thomas and Bill Palmer, editors respectively of *American Drycleaner* and THE NATIONAL CLEANER & DYER.

The second day's talks were widely varied, also, including a discussion of steam traps by A. F. Squier of Armstrong Machine Works, an analysis of shrinkage and its control by Al Graham, Jr., of R. R. Street & Co., and the use of filter powders and sweeteners by J. M. Payne of Westvaco Chemical Co. Dr. Dorothy Lyle of the National Institute of Cleaning and Dyeing showed and described samples of new textiles appearing on the market. Byron Carse and Clifford Nelson of the Alexander H. Sibley Company described the type of insurance coverage a drycleaner should consider, and R. S. Bower of Emery Industries, in discussing synthetic drycleaning research, arrived at the usual stand-off concerning the relative merits of synthetic and petroleum cleaning.

Extremely inclement weather held down the attendance to about 200 registrations.

ONLY PANTEX PERK



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GIVES YOU ALL THESE...

LARGE CAPACITY— *40 lbs. per load*

LOW SOLVENT COST— *95% solvent recovery*

BETTER CLEANING ACTION— *Immersion plus spray*

SIMPLE OPERATION— *Complete cycle without handling wet garments*

EFFICIENT DISTILLATION— *Batch or continuous*

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NO VIBRATION— *No bolting to floor*

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MOUNTAINEERS MEET

VISITS to local cleaning plants took up the first day of the annual convention of the Mountain States Cleaners and Dyers Association, held December 1-3 at Denver, Colorado.

Talks the next morning began with a slide-illustrated discussion of unserviceable fabrics by C. G. Pierce, manager of the Western branch of the National Institute of Cleaning and Dyeing. The afternoon speakers were Ernie Heidersbach of R. R. Street & Co., Inc., who spoke on "Fundamentals of Drycleaning," and H. I. Nurg of the Phoenix-Connecticut group of fire insurance companies, whose subject was "Modern Methods for Insuring Drycleaners."

The session on Saturday morning was again opened by Mr. Pierce, this time speaking on "Plant Processes Which May Result in Damage Claims." Pointing out that 60 percent of damages are caused by faulty plant operations, as against 40 percent due to unserviceable factors, Mr. Pierce advised use of modern methods and extreme care to reduce the major source of claims.

A subject of timely interest was "Shop Spotting versus Prespotting," presented by Ray Crenshaw of Riverside Manufacturing Co. Emphasizing the importance of prespotting, the speaker stressed the value of experience in the prespotter, who can also inspect incoming garments in order to determine spotting requirements.

Left to right: Joe North, secretary-treasurer; Richard Lyles, president; Paul Bonham, Jr., vice president, and John A. Brown, retiring president

A full attendance among the 300 delegates was assured by holding the annual election at luncheon. A luncheon talk was given by Tom J. Fitzgerald, in charge of the regional Department of Commerce, on the aid available from his office to drycleaners and other businessmen. The Saturday-night dinner-dance and floor show wound up the meeting.

Officers chosen for 1950 are: Richard Lyles, Pueblo, Colorado, president; Paul Bonham, Jr., Denver, vice president, and Joe North, also of Denver, secretary-treasurer. ☆ ☆

SOUTHWEST DRAWS CROWD

by LOU BELLEW

Texas directors, left to right, back row: J. A. Smith, Milton Ury, Clarence Heinen, Paul Bauinger, Hubert Tolle, Clarence Shepherd. Front: W. A. Robinson, retiring president Ray Powell, new president Theron Guffey, H. Aldridge, Claud Young

THE fourth annual Southwestern Clinic and Convention, held November 26 and 27 at Oklahoma City, kept up the high standard set in the past. In spite of the fact that it fell the day after Thanksgiving and just two weeks after the MIL convention in Kansas City, and even had to compete with the big football game between Oklahoma U. and Oklahoma A. & M., registrations reached nearly 1,500. Participating in the meeting were the Oklahoma Association of Cleaners and Dyers, the Dry Cleaners Institute of Texas and the Kansas Cleaners and Dyers Association.

As usual, the program was topnotch, with such

FAST-SAFE-SUREFIRE

R-x

Remove spots and stains the easy way—

USE R-x!

Good work results only with good tools.

You can't buy a better spotter than R-x! You'll remove more spots more easily. You become a "whiz" when you use R-x. You can rinse it out wet or dry and **R-x REMOVES . .**

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THERE'S A CALED PRODUCT FOR EVERY DRYCLEANING OPERATION

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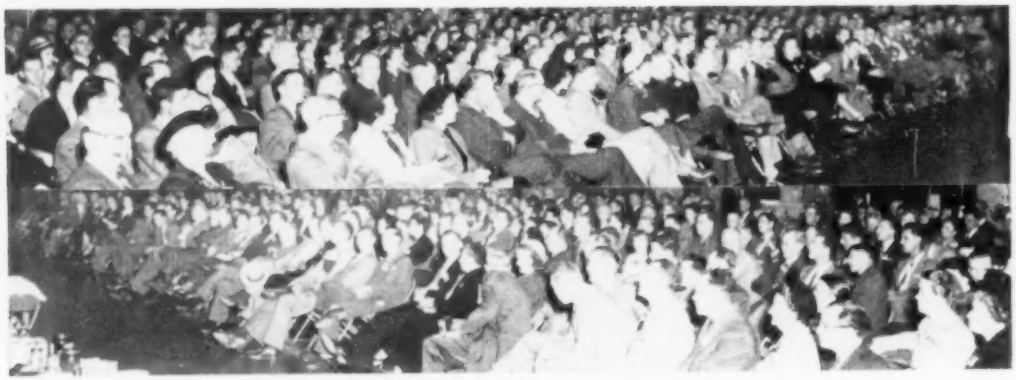

Views of audience during sessions in Zebra Room of Oklahoma City's Municipal Auditorium

speakers as T. E. Milholland of Dallas, vice president of the National Institute of Cleaning and Dyeing; Norbert Berg, managing executive, NICD, and John Gray, coordinator of instruction, NICD. In addition to the outstanding speakers, the demonstrations of cleaning, spotting and finishing were among the best so far.

Bill White, NICD director of field service, was featured in the demonstration of spotting, wetcleaning and bleaching. Cleaning room procedure was handled by R. B. Street's Ernie Heidersbach and Jack Stevens. The demonstration of wool pressing and finishing by Ben Perry and George Schlemon was U. S. Hoffman Machinery Corporation's contribution to a truly educational program.

The Oklahoma group elected Dean Jayroe, Oklahoma City, as its new president, Bill Griswold, Lawton, is first vice president; Reuben Jay, Stillwater, second vice president and "Shorty" McComb, Norman, secretary-treasurer.

Left to right: Bob Constant, retiring president of Oklahoma group, with new officers Dean Jayroe, Bill Griswold, Reuben Jay, "Shorty" McComb

Theron Guffey of Abilene succeeds Ray Powell of San Antonio as president of the Dry Cleaners Institute of Texas. The Kansas association did not hold elections.

PENNSYLVANIA'S BEST

by JOHN J. DUNN

Seated at head table during one of dinner meetings, left to right: Francis Wilkinson, Mrs. Fred McBrien, Mrs. Francis Wilkinson, Fred McBrien, Dr. Pauline Beery Mack, W. I. Cundiff, Mrs. W. I. Cundiff, Cecilia E. Schall, John E. Yorgey, Mrs. Joseph E. Beck and Joseph Beck

ALTHOUGH scheduled for midweek and at a rather inconvenient convention site, the 1949 convention of the Pennsylvania Association of Dyers and Cleaners, held at Reading December 6 and 7, proved the group's best and largest meeting to date. Registration topped 350, higher than at the week-end convention in Philadelphia last year. In addition, the Reading meeting marked the climax of a membership drive during which the group bettered its goal of 500 members.

President W. I. Cundiff called the convention to order and introduced Francis Wilkinson who acted as master of ceremonies during most of the two-day program. Dr. Pauline Beery Mack, head of the organization's research institute at Pennsylvania State College, assisted by Raymond E. Kourtz, Leonard N. Ray and Marjorie A. Stamm, reported on current studies of mothproofing, static control and tumbler effects on stains and shrinkage.

Most of the afternoon program was devoted to a discussion of general management as interpreted by a panel including Joseph Buck, moderator; Walter Duncan, Bornot, Inc., Philadelphia; William Webb, Webb's

(Continued on page 80)

Out Ahead Again

FOR 1950!

New Power and New Features in Light and Medium Duty Models

New "Weight-Saving" Diesel Tractors • New Middle-Weight Six-Wheelers

Once again GMC leads the truck transport parade . . . once again GMC introduces improvements in design . . . once again GMC widens the scope of truck performance.

All along the line new 1950 GMCs lead the way. New camshafts, valves and manifolds step up the power of light-medium models. Wider seats, more headroom and improved sealing increase their cab comfort. And there are new chassis features, including new hydraulic and optional air brakes on 2½-ton models, new front springs and airplane-type shock absorbers on light trucks.

The new models combine to offer GMC power, dependability and economy to many more operators. There's a new 1½-ton "280" . . . a new heavy duty 2½-ton "470" . . . two new "400" and "620" six-wheelers . . . two new "weight-saving" Diesel-powered tractors built to handle maximum legal payloads in the 45,000-55,000 pound weight range. See your nearest GMC dealer for complete information.

Laundries, cleaners, bakers, florists and haulers of meats and groceries will find a model ideally suited to their hauling needs in the GMC light-medium duty line which ranges from 4,600 to 20,000 pounds GVW. For example, GMC Pickups, Panels and Multi-Stop Delivery models, and the new 1½-ton "280" are all especially well adapted to the service trades and retail delivery work.

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TRUCKS

GMC TRUCK & COACH DIVISION • GENERAL MOTORS CORPORATION

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Your Complete

Compact American 3-Girl Shirt Laundry

Produces 2000 Customer-Pleasing Shirts Per Week

In selecting your shirt laundry, remember—*the reason men send shirts out is to get a top-notch, professional laundry job.* That means the washer you use must wash really *clean*, as well as fast. Your shirt ironing equipment must give shirts that *"smart, professional look"* . . . iron the bosom *last*, to preserve the smooth machine-finish on this most important part of the shirt.

That's why the *American* 3-Girl Shirt Laundry is *the choice of cleaners who know.* Check its simple operation. See why its quality-producing machines will give you *shirts that win customers fast.*

SMOOTH, BALANCED OPERATION

Operator No. 1 marks in soiled shirts, washes and starches them in 22x25" CASCADE End-Loading Washer. She extracts washed shirts in 17" MONEX, also wraps bundles of finished shirts, ready for customer. Other 2 operators beautifully machine-iron shirts on the *American* 2-OPERATOR MACHINE-FINISH Shirt Unit.

You produce 2000 and MORE beautifully laundered shirts per 40-hour week . . . greatly increase your dollar volume and profits. You attract new dry cleaning customers, make more profit on your cleaning business.

American 2-OPERATOR MACHINE-FINISH Shirt Unit. Completely machine-irons every portion of every shirt. Irons shirt bosom *last*, just before folding. Operators' duties clearly defined, *easy to learn*. One girl presses sleeves, folds and sorts ironed shirts. Other girl presses collar and cuffs, yoke, body and front. Balanced duties assure fast, steady flow of shirts, *right from start*. 2 girls produce 50 and MORE quality-ironed shirts per hour.

Everywhere, cleaners are increasing their earnings and winning new dry cleaning customers with the *American* 3-Girl Shirt Laundry. Boost YOUR profits. WRITE TODAY for full information.

DRY CLEANING DIVISION
The
AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI 12, OHIO

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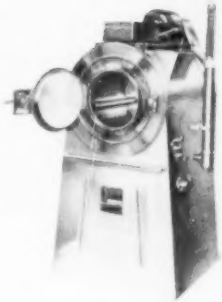
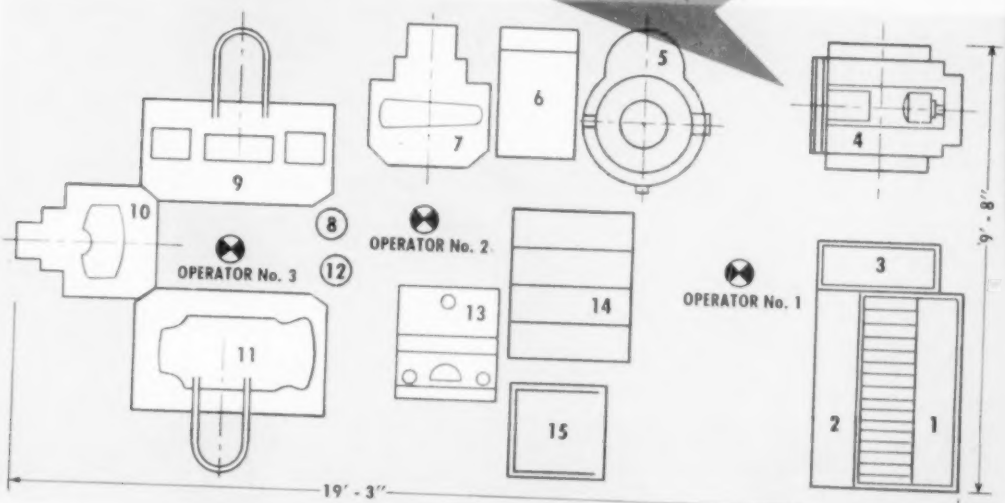
Shirt Laundry!

22x25" CASCADE End-Loading Washer: Another outstanding CASCADE, famous for through-and-through washing action that gets shirts clean fast, economically. Monel metal tub, cylinder and enclosed frame. Forged Steel Gudgeon with Dual Tapered Roller Bearings. Top-mounted motor and Automatic Reversing Controller. V-belt drive. 25 lbs. dry wt. capacity.



17" MONEX Extractor: Sturdy, compact, assures fast, maximum water removal. Simple and economical to operate. Monel metal curb and basket. Automatic Safety Cover; Automatic Spindle-Oiling Device. V-belt motor-driven, push-button operated. 20 lbs. dry wt. capacity.



1.—Storage Hopper; 2.—Marking Table; 3.—Storage Box; 4.—22x25" CASCADE End-Loading Washer; 5.—17" MONEX Extractor; 6.—Damp Work Box; 7.—#113-A SUPER-ZARMOETTE Sleeve Press; 8.—Revolving Shirt Rack; 9.—#33-7 SUPER-ZARMO Collar & Cuff Press; 10.—#111-A SUPER-ZARMOETTE Yoke Press; 11.—#40-C SUPER-ZARMO Front & Body Press; 12.—Collar Form; 13.—Shirt Folder; 14.—Sorting Bins; 15.—Wrapping Table.

Part of large turnout which appeared at Pennsylvania meeting in Reading

(Continued from page 76)

Cleaning Service, Wilmington, Del., and Thomas Donaghy, administrative assistant to the state secretary of the department of labor and industry.

At the dinner meeting Tuesday evening Dr. Mack presented certificates of merit to seven members, mostly for outstanding services in the membership drive. Awards were made to William Cundiff, Harrisburg; Frank Weller, Sharon; Andrew Stover, Chambersburg; Harry Fleisher, Harrisburg; James G. Keemer, Lancaster; Sam Solomon, Bethlehem, and John W. Crandall, Pittsburgh. John F. Davis, mayor of Reading, welcomed the visitors to the city. Cecilia E. Scholl, recently appointed executive secretary, introduced the new and retiring officers. W. I. Cundiff, president the past two years, was awarded a jeweled lodge pin, and Dr. Mack received a desk and chair in appreciation of her long service. Final speaker of the evening was Fred W. McBrien, president of the AIL.

Pointers for good production management were emphasized Wednesday morning by a panel which included the moderator, Noel Grady, G. H. Bishop Co., and two representatives from the National Institute of Cleaning and Dyeing—Norbert Berg, managing executive, and William White, head of the field service. Two final speakers of the morning session, Mrs. Katherine Parsons of the Pennsylvania Manufacturers Association and S. S. Riddle of the State Chamber of Commerce, pointed out the important place of cleaners in the general business picture.

The Wednesday afternoon program, devoted exclusively to sales problems, was touched off by Stuart Bart, head of a New York advertising agency specializing in drycleaning accounts. Ken Thomas, editor of the *American Drycleaner*, and Melva Krogh, associate editor, alternated at the microphone in reporting promotional devices used by plants in various parts of the country. C. B. Kasson, R. B. Street & Co., Inc., outlined a program for obtaining maximum sales results from routemen. The session closed with a short business meeting. The evening was devoted to a dinner dance and floor show.

Newly elected officers include: John E. Yorgey, president, Reading; Joseph Beck, vice president, Sunbury; J. W. (Bill) Stover, treasurer, Chambersburg, and Walter T. Smith, sergeant-at-arms, Connellsville. Named to the board of directors for the coming year are: Charles Lawrence, Erie; A. Gonick, New Castle; L. K. Heller, Pittsburgh; Jack Marcus, Pittsburgh; Jerome Barnaker, Pittsburgh; Jacob N. Kronick, Uniontown; H. B. Crooks, Bradford; A. A. Masciantonio, Jeannette; Max Smith, Clearfield; Fred Iverson, Altoona; James Beck, Williamsport; J. J. Post, Pottsville; John Reardon, Harrisburg; Henry Washers, York; James G. Keemer, Lancaster; Morris Kaplan, Scranton; G. I. Henry, Hazleton; Charles Freyman, Allentown; A. Talone, Ardmore; H. Blumberg, Philadelphia; Meyer Mednick, Philadelphia; Peter Day, Philadelphia; Harry Epstein, Chester, and Lawrence Jacobson, Philadelphia. # #

New Pennsylvania officers, left to right: John W. Stover, treasurer; Cecilia Scholl, executive secretary; John E. Yorgey, president; W. I. Cundiff, retiring president; Joseph E. Beck, vice president

Start Clean... Stay Clean!

Start With DARCO In Your Solvent... Keep It There!

Don't wait till your solvent is dirty to put Darco to work—it's cheaper and more effective to *keep Darco on the job.* You can clean up to 40% more clothes between distillations and improve the performance of your equipment by keeping the impurities that cause trouble out of your washer, filter, tumbler, and still.

Start clean with Blue Label Darco in your solvent . . . *stay* clean by keeping it there! When you use adequate amounts of Darco *regularly*, you're sure of *quality* dry cleaning. Darco removes odor bodies, greases, fatty acids, and unwanted colors that slip past ordinary filtration. Because it is one of the most effective "sweeteners" known, Darco eliminates the bother and expense of using additional "sweeteners."

There's a Darco distributor near you—*Darco distributors are everywhere*—see him now! Write for "Handbook Of Solvent Recovery."

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MISSISSIPPI'S FIFTH

ABOUT 250 delegates registered for the fifth annual convention of the Mississippi Laundry & Cleaners Association, held December 4 at Jackson. After a message from the retiring president, Philip Kolb of Jackson, Executive Secretary Gordon Marks spoke on "A Long Look Ahead."

A full morning of talks was started by Noel L. Cooperider of Butler Manufacturing Company, telling "How Distillation Can Help You." "Get in There . . . and Sell" was the advice of Chadwick Myers, field technician for R. R. Street & Co., Inc. Thurmond Sensing, research director of Southern States Industrial Council, spoke on "The Pursuit of Happiness," and "Problem Fabrics" were discussed by Clay Hardin, chief analyst of the National Institute of Cleaning and Dyeing. The morning ended with a panel discussion, giving the audience a chance to quiz Messrs. Hardin, Cooperider, Myers.

After a luncheon get-together, featuring entertainment, two sound films were shown: "Protecting Your Profits," prepared by the American Foundry Machinery Company, and the AIL "Time for Living."

The following new officers were elected: Sidney Selvidge, Greenville, president; W. D. Alberts, Gulfport, first vice president; Shelby Coulter, Prentiss, second vice president. Gordon Marks remains as executive secretary-treasurer. New directors are: F. E. McRae (to fill the unexpired term of Mr. Coulter), DeKalb; Louis A. Pichetto, Vicksburg; M. A. Mayo, Hattiesburg, and H. T. Love of Tupelo.

The convention passed a resolution expressing opposition to a pending highway bill that would increase the state's gasoline tax.

FULL DAY AT MILWAUKEE

EXCELLENT speakers and good attendance added up to a successful one-day convention for the Wisconsin Dry Cleaners Association, Inc., held at Milwaukee on December 4.

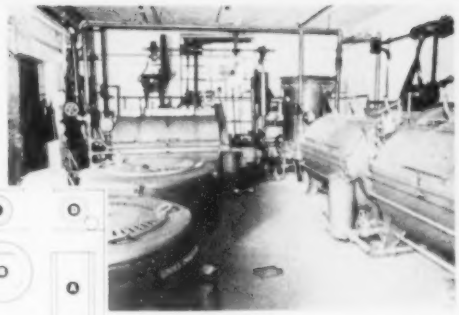
The program started with a panel discussion of which George Rider, the retiring president, was the moderator. Participants in the panel and their subjects were: Irving Sklaar, Madison, "There Should Be Some Changes Made"; Bob Lee, Manitowoc, "Prespotting and Removing"; Robert Janisky, Kenosha, "What I Did with What I Learned at the NICD," and Jerry Cramer, Appleton, "Nobody Indispensable." The morning session ended with a talk on "Where Are We Headed?" by Kenneth W. Haagensen, director of public relations for Allis Chalmers.

Selling and management were the themes of the afternoon session, with Norbert Berg, NICD's managing executive, discussing "Management and You"; C. B. Kasson of R. R. Street & Co., Inc., advising "Dust Off Your Drivers"; Melva Krogh, associate editor of *The American Drycleaner*, speaking on "Around the Corner from Anywhere," and Noel Grady, G. H. Bishop Company, answering his own question, "Should a Drycleaner Sell?"

New officers chosen for the coming year are Clem Friedl, president, and Harold Whitaker, vice president. Directors, in addition to the officers, are Carl Normington, Robert Rechner, George Rider, Arthur Southcott and Charles Werner. Egon W. Peck continues in his long-time post as secretary-treasurer.

Left to right, standing: Carl Normington, Arthur Southcott, Charles Werner, George Rider. Seated: Egon W. Peck, Clem Friedl, Harold Whitaker

Supreme Plant of Hillside, N. J. has Model Operation!



Interior of Supreme plant, showing Gross Extractors, Washers and Pressure Filter. "Floor space is at a premium. Only Gross could give us the capacity we needed in the space available."

(A) Gross SIL-EX "Black Metal" Washers
(B) Gross "Buffalo" Roller-Bearing Extractors
(C) Gross Model (B) Pressure Filters
(D) Gross Vacuum Still

Efficient layout . . . continuous reclamation of solvent - - high-speed labor-saving equipment - - keep operating costs at a minimum.

"We'll challenge anyone who says he can do a quality cleaning job more economically!" says Harry Weinstein, president of the Supreme Cleaning and Dyeing Co. "We chose our equipment as analytically as possible and it paid big dividends!"

Solvent Savings

"After looking over the field, we chose three Gross Pressure Filters for solvent clarification. The choice wasn't difficult; these Gross filters remove all solid and suspended matter, delivering 30,000 gal. p.hr. of crystal-clear solvent to our washers at a lower cost than we dreamed possible!

Supplementing the filters, a 500 gal. p.hr. Gross Vacuum Still completes the continuous solvent purification job—removing oils and soluble foreign matter. "Since Gross purification and clarification equipment gives us solvent that's better than new, our solvent purchases are limited to replacement. But we didn't stop there . . . we went so far as to determine which extractor would reclaim the maximum amount of solvent in the least time."

Extractor Choice is Big Labor-Saver

Gross again! Supreme chose the high-speed all-roller-bearing "Buffalo" Extractor—a low-curb type with a single hand lever for starting, braking and locking and long-lived brake and centrifugal-type clutch.

Two "Buffalo" Extractors handle the output of five 18-inch-diameter Gross SIL-EX Washers. And here's what Mr. Weinstein has to say about the SIL-EX:

The "Black Metal" Story!

"Undoubtedly, the introduction of 'black metal' and electrically-welded washer construction by Gross—eliminating 'graying' due to galvanic corrosion, and thus eliminating the need for re-runs on white and light-colored fabrics—increasing the capacity per washer size by 10%—was the greatest cost-saving the industry has known! Congratulations, Gross!"

and congratulations, Mr. Weinstein,
for your far-sighted approach to equipment purchases.

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Get the Profitable Story of Gross Savings from Your Distributor, or Write Us Today!

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Making more money is just a matter of turning GROSS into Net!

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GROSS MACHINERY COMPANY, Inc.

Originators and Manufacturers of the World's Finest Cleaning Equipment

179 HALBERT ST. BUFFALO, 14, N. Y.

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SOUTH CAROLINA GRABS HOLD

by WILLIAM R. PALMER

WITH the recent appointment of Jake D. Hill of Columbia as its executive secretary, the South Carolina Association of Launderers and Cleaners moved to increase its effectiveness throughout the state. The members also chose Bob Robinson of Columbia as president for the coming year on the strength of his previous active association work in connection with his father, Ed Robinson, long-time state association secretary, as well as his proximity to the state capital where considerable troublesome legislation is brewing.

In addition, the board of directors was enlarged to twelve, providing two directors from each of South Carolina's congressional districts. These men are thereby able to represent their sections directly, and also serve as focal points for a membership drive. The newly elected directors are L. L. Jenkins, Heyward Beckham, Frank Holliday, W. B. McWhorter, G. S. Kirkley, H. E. McKinney, Jr., and Robert Drake, Jr. The remaining officers are R. B. Thomason, vice president; Charles Stork, treasurer, and Monroe Floyd, sergeant-at-arms.

The three featured speeches started with J. R. Wilson of Atlanta, who presented a chart illustrating the effect of price cutting on the level of break-even costs. Mr. Wilson was listened to most attentively, and copies of his chart were distributed to the audience.

Former state secretary Donald Russell of Spartanburg stressed the need for electing men for public office of proven ability instead of strictly on how they voted on specific legislation. He felt that lobbying for special interests to the exclusion of public interest was breaking down our democratic processes.

Final speaker was dynamic J. R. Bennett, Jr., of Rocky Mount, N. C., who discussed his experiences and philosophy of drycleaning merchandising. The most refreshing aspect of his talk was evidence of strenuous effort to carry on a sound, planned sales program. ≠ ≠

Fingerprinting Stops Bad Checks

TO cash a check or not to cash it; that is the question that often confronts the retail cleaner as well as the store manager. If he adopts a flat policy of refusing to cash checks he loses considerable business. If he does cash checks, some of them bounce.

Out in Los Angeles, Detective Sergeant Fred H. Doane of the Police Department has devised a check-cashing system which, while not absolutely foolproof, has cut bad checks way down to almost the vanishing point for establishments that have adopted his method.

Effectiveness of the plan revolves around fingerprinting. Each participating establishment displays a sign by the cash register stating:

"We reserve the right to require positive identification and fingerprinting on all checks cashed."

Alarmed at the sharp rise in bad checks, which had increased 68 per cent in 1947 over 1946, businessmen were not slow to see the plan's advantages. The mere displaying of the sign frightens away the overwhelming majority of bad-check artists. Honest check passers, contrary to expectations, rarely show any objection to giving their fingerprints, possibly because in recent years such a large number have been fingerprinted for non-criminal purposes.

Here are the points stressed by Doane:

1. Keep a sign conspicuously posted stating that you reserve the right to require fingerprints as a part of positive identification.

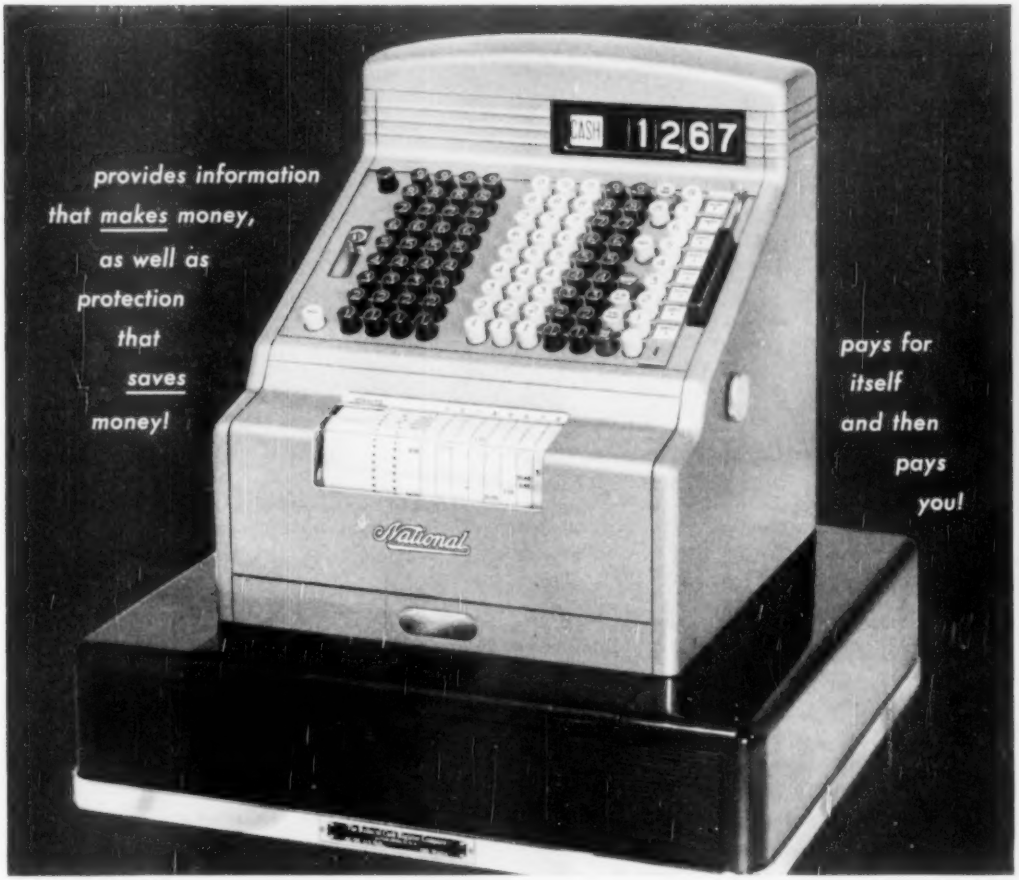
2. When a check is presented, demand positive identification. A driver's license or similar document is good. A social security card is valueless for identification purposes. Get the passer's endorsement in ink, in your presence. If check has already been endorsed have him sign it again on the opposite end.

3. Take time to compare carefully the description of the person as given on his driver's license with the individual. Also, check and compare signatures and address. On the back of the check jot down the serial number of the license with the address and, if possible, state and license number of the passer's automobile.

4. Next, have the passer place the four fingerprints of his right hand on the back of the check. Provide yourself with an adequate fingerprint kit so that you can be sure of good clear prints. Do not permit movement at the moment of impression. The passer's fingers should also be free of dirt and grease if good prints are to be obtained. If the right hand is injured or mutilated use the left hand, noting this fact.

5. Now turn the check over and in the upper left-hand corner of its face, also in ink, jot down your own name or initials and the amount of the passer's purchase, together with the date and hour. ≠ ≠

NOTHING LIKE THE NATIONAL "200" HAS EVER BEEN OFFERED AT THE PRICE!



The National "200" is a *modern* cash register . . . *with* a built-in adding mechanism. All at a price that brings simplified record-keeping within the reach of practically every retail business.

It prevents mistakes . . . speeds service . . . shows the price of each item in a purchase and the mechanically-added total of all.

It *mechanizes* cash-and-charge control . . . prints a record of every transaction . . . distributes the amounts automatically into separate columns for any desired classifications . . . such as, departments, selling employees, services, commodities, etc. Notations may be written opposite any entry. And . . . the "200" can be used for adding *at any time* without disturbing the accumulated cash total.

See this modern accounting tool for today's business . . . the National "200" . . . at your local National Cash Register office, today.

National
CASH REGISTERS · ADDING MACHINES
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Man-oh!-man .... It's

Count on CISSELL to simplify a great advance in spotting

One gun does it!
Foot Pedal releases steam.
Thumb Control releases pre-spotting solution.

THE CISSELL PRE-SPOTTING UNIT

Amazing One-Gun Method!

YES, IT'S NON-CORROSIVE AND FULLY GUARANTEED—just what you would expect from Cissell—the finest, simplest in pre-spotting equipment. Look again at the magic gun—another Cissell masterpiece of engineering skill. IT'S FAST! Press a foot pedal: release wet or dry steam. Touch thumb control: get a uniform application of your pre-spotting solution. And, the operator's hand remains free for holding garment. Even inexperienced operators are FAST with this modern equipment. And, of great importance, the quality of your work is improved!

Lightweight, cork-handle gun has a "just-right" feel. Famous Cissell diaphragm in gun insures long life, drip-free performance. Solution tank is of non-corrosive, stainless steel and equipped with pressure gauge. For efficient operation, tank has ample air space above a five-gallon solution supply. Large opening for refilling is closed with sturdy cap, removed or tightened with handwheel. Low in height, tank is designed for stability and years of service. Equipped with shut-off valves for both hand-pump and spray gun connections. Tank may be operated either by compressed air, or hand pump. When used with compressed air, hand pump is ready if compressor fails. No overhead gadgets required to support spray gun.

Large opening permits easy filling of tank. Five gallons in one filling.

A few strokes of pump and sufficient operating pressure is indicated on gauge.

Here's an ideal combination: The New Cissell Vacuum Spotting Board and the Cissell Pre-Spotting Unit.

wonderful!

Now, in Pre-Spotting

Don't Brush it -Spray it Sir!

and here's what happens

Cuts wet-cleaning and recleaning to a minimum . . . solves, once and for all, the time-wasting spotting bugaboo as it eliminates feathering, sizing rings, discoloration. Think of knocking out perspiration stains with ease WITHOUT FEATHERING! Think of throwing away the old hand brush—of using a single gun for both steam spotting and applying pre-spotting solution. YES, IT SIMPLIFIES AND IT REALLY ADVANCES PRE-SPOTTING TO A PRACTICAL REALITY.

NO TIME LOST IN REACHING FROM ONE GUN TO ANOTHER

IT'S SO SIMPLE TO USE. 1. Remove perspiration stains, etc. with wet and dry steam from gun or chemical treatment as required. Forget about feathering. 2. Apply your pre-spotting solution with the same gun covering wet area at least one inch beyond. When used with the NEW CISSELL VACUUM SPOTTING BOARD, concentrated vacuum removes excess moisture so rapidly that garments are ready for washer almost immediately after pre-spotting. When used with conventional spotting board having a heated compressed air attachment, sufficient drying is accomplished with hot air before applying solution. When used with conventional spotting board without concentrated vacuum or heated compressed air, allow moisture to evaporate or dry in a cold tumbler and send garments to washer for cleaning. Actually, in using the Cissell Pre-Spotting Unit, YOUR WASHER DOES THE EQUIVALENT OF FEATHERING. Here's equipment that pays for itself in short order!

the price is right!

$50 complete F.O.B. Louisville

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CISSELL

Consult Your Jobber

Above: Bank-type entrance of Sears Cleaners, Silver City, New Mexico, emphasizes vault door, visible through windows. Drive-in front is 33 by 45 feet. Metal canopy over door is 18 feet long, extends 9 feet. Below: Vault door can be seen through entrance door or front windows

STARRED VAULT

Small Drive-in Planned to Stress Feeling of Strength and Security

by LON FANALD

WITH the storage-vault door as the focus of attention, the small drive-in plant of Sears Cleaners, Silver City, New Mexico, was designed to create an impression of strength in both exterior and interior.

The building, which is 45 by 85 feet, is set back 33 feet from the sidewalk. Two 12-by-5-foot no-glare windows give a full view of the finishing department from the street, while the vault door can be seen both through the windows and through the plate-glass front door.

The front of the 12-by-36-foot double-decked vault corresponds in architecture to the entrance section of the building exterior. Upon entering the lobby the customer "feels" the strength of the fur vault. The entire construction plan centers on creating this feeling.

The finishing room is 52 by 55 feet, with three 4-by-6½-foot metal-framed ventilator windows on the right. In the center a 4-by-7-foot skylight is mounted on metal-framed glass wall supports 4 feet above the ceiling.

Owner A. P. Sears designed the building with the help of a West Coast architect who specializes in bank buildings and drive-ins. "We believe," Mr. Sears said, "that we have been able to create the 'right' atmosphere for a small-town cleaning plant at a reasonable cost."

½ pint set, 2 solutions

HOW Drycleaners everywhere are using *SOLVINK* as the one sure, quick means **TO** safely remove INK—PAINT—RUST—BLOOD STAINS.

SOLVINK—a fast acting liquid—always the right strength.

SAVE production time—please more customers.

Guaranteed to give satisfactory service on both white or colored fabrics or your **MONEY** back.

SOLVINK comes in ½ pint sets, 2 solutions $2.25
also available in pints, quarts, and gallons

ORDER FROM YOUR JOBBER NOW!

GREENVILLE CHEMICAL COMPANY

DEPT. 1-N • GREENVILLE, S. C.

Makers of TANSOL—GREENZYME—IODASE — SIZ-IN—SOLVINK

—See you at NICD Convention in Chicago—

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BENEFITS OF SUBURBAN SITE

Owner Ted Carpentier of Highland Park Cleaners, in suburb of St. Paul, often serves at counter; likes to meet and make friends with customers

IN these days of increased traffic restrictions, congested areas and limited parking space, there is a noticeable trend among drycleaners to move to the edge of town and even beyond the city limits. Such a plant is Highland Cleaners of St. Paul, Minnesota, located in the rapidly expanding suburb of Highland Park. This plant has experienced a steady, healthy growth since 1943 when its present owner, Ted Carpentier, began its operation.

"From almost nothing in 1943 we reached our capacity of $1,500 per week over a year ago," says Mr. Carpentier. "I am mainly interested now in maintaining that volume until we erect our own building in the community within the next three years. Any additional volume now would tend to lower quality through overcrowding."

According to the owner there are three specific advantages, aside from the more obvious ones such as parking, avoiding congestion, etc., which are peculiar to a suburban location.

The first is reduced labor turnover. While it is no easier to find experienced employees in a suburb, it is easier to keep them, for several reasons. For those who drive to work there is no trouble in locating a place to park. Also, there is a natural tendency among many workers to avoid the tension of congested areas when seeking employment. In suburban communities restaurants are less crowded and more friendly, and the general surroundings make for a cleaner, healthier place to work.

Mr. Carpentier reinforces these advantages by making it possible for his employees to make more money through both a bonus plan and an incentive system. Salaried employees are on a bonus plan which is based on all production over and above a predetermined weekly volume.

Hourly workers, including the finishers, are guaranteed the prevailing union rates. However, a minimum standard output is set at 6 men's suits per hour and 8 ladies' suits or equivalent for wool pressers; for the silk finishers 5 hand-finished dresses or 10 machine-finished. The hourly wage is divided by each of these numbers respectively and any production over the standard is rewarded by the number of pieces times the divided result. If, for example, the silk finisher completed 7 dresses and her hourly rate was 75 cents with the standard set at 5 per hour, she would make 75 cents divided by 5 or 15 cents. The 15 cents multiplied by 2 plus 75 cents would give her $1.05 for that hour.

A second advantage in the Highland Park location, as in most big-city suburbs, lies in the class of customers. They are usually of the upper middle class, and are appreciative of quality. Once it becomes customary for them to patronize Highland Cleaners there is little tendency to change.

Mr. Carpentier urges his customers whenever possible to inspect his plant and now finds himself not at all chagrined that nearly 20 percent of his cash-and-carry work is brought in through the rear door.

The third advantage of the suburban site lies in serving a limited area only. This keeps advertising costs down. It is estimated that 60,000 people live in the immediate area of and are drawn to the Highland Park community center. These make up the market to which the advertising efforts of the Highland Cleaners are directed.

However, as a part of the plan to maintain the present volume and at the same time discourage a too rapid growth until the new building is constructed, a customer control system is kept active. Occasional mailings go to the 2,000 names on this list, derived from both the route and cash-and-carry customers.

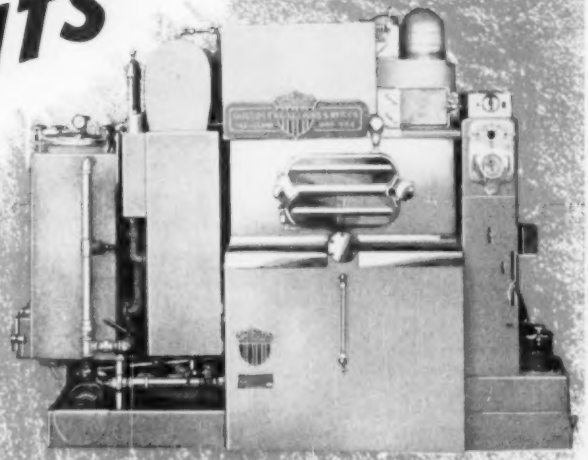
Also utilized is a bulletin board in the call office on which are posted seasonal and timely articles which directly tie in with drycleaning. Films are also shown in the local community theatres. The main theme of all advertising is the preservation of materials through drycleaning.

The entire operation is based on turning out a quality job. When the present layout was planned a lot of thought was given to fitting the machinery to the anticipated average weekly volume. The previously overworked closed-type cleaning machine was supplemented some time ago by the installation of a separate recovery unit which enabled the plant to double its capacity. One route is sufficient to handle the present demand for pickup work which comprises about 40 percent of the total volume.

There is another, more personal reason why Mr. Carpentier likes it out in the suburbs. "Aside from the reduced tempo as compared to being in the city," he says, "I feel freer, and some of my customers have also become my friends." ▪ ▪

Encouraged to inspect plant, many customers bring work in rear entrance

FOR LARGER DRY CLEANING PROFITS



Install A Fully Automatic *SYNTHETIC* SHIELDS R-51 CHAMPION UNIT

Garments Go in Dry—and Are Taken Out Dry!

Here is a machine that is designed and engineered for rugged, foot-proof operation with minimum upkeep and maximum output. Its large capacity of 50 pounds per load is a real profit making advantage. Solvent cost is 1¢ or less per pound. Recovery unit recovers all of the solvent left in garments. Unit is tightly sealed to prevent escape of fumes. Has filtering capacity of 1800 gallons per hour and distillation capacity of 40 gallons per hour.

Soap injector unit minimizes spotting and wet washing. Compactly built, this unit is shipped completely assembled, enters through standard store front doors and can be put in operation within six hours after received. Designed for flexibility of operation it can be instantly adapted to your style of cleaning. A PRIZE PACKAGE—IT'S THE UNIT YOU NEED.

FULLY AUTOMATIC, THIS UNIT WASHES, FILTERS CONTINUOUSLY, EXTRACTS, RECOVERS AND DRIES IN ONE CONTINUOUS OPERATION. *WRITE OR MAIL COUPON FOR COMPLETE DETAILS!*

SHIELDS PERCHLOR UNIT

MAIL COUPON FOR THIS FOLDER

Shields Engineering and Manufacturing Company,
277 E. 156th St., CLEVELAND 10, OHIO

Shields Engineering & Mfg. Co.,
277 E. 156th. St., Cleveland 10, Ohio

Gentlemen:
Please send descriptive literature on your new, Fully Automatic Shields R-51 Champion Unit.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

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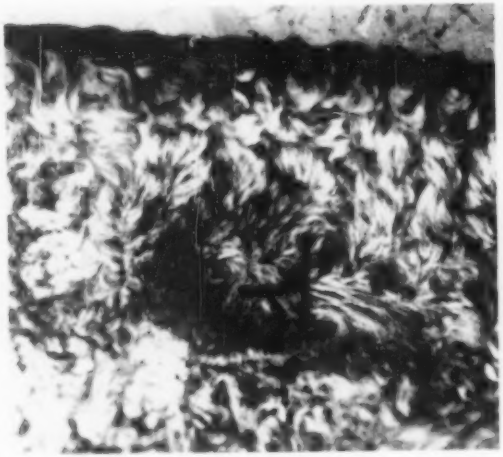


Left: 1. Original worn area of Bombay lamb garment to be repaired. Above: 2. View of leather side of edging around the eye of the hook

LAMB REPAIR, BEGINNER'S STYLE

by DAVID G. KAPLAN

SOONER or later, the drycleaner who has begun to handle furs will want to try a simple repair job on one of the popular-priced furs whose value does not warrant shipment to a commission specialist. Among this group are the lower-priced processed lambs, including Bombay and Lincoln lamb.

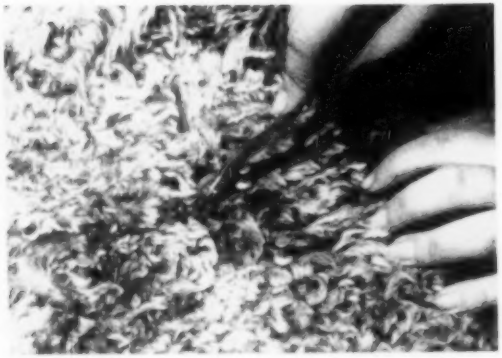
The method described here for making simple repairs on these furs requires only the following tools and equipment: some pushpins, cardboard, scissors, a fur-cutting knife, matching fur, and a fur-sewing machine. The last is not necessary if a fast hand sewer is available.

When Bombay lamb is worn its top hair rubs away, exposing the dark underfiber beneath (see Photo No. 1). The entire garment has also acquired a yellow-green tinge, the correction of which is another story. The important points of wear are the usual ones—cuffs, fronts, bust, undersleeve, pocket edging and collar edge. The beginner can outline each of these spots from the hair side with three or four pins after opening the lining beneath that surface and peeling it back (see Photo No. 2).

There is one outstanding difficulty in the replacement of these areas, especially those near style points such as back, shoulders and bust. The inserted replacement must be matched and cut so that it will fit exactly when sewed in, being neither so large that it sags nor so small that it pulls. The following is a simple method of procedure for the beginner, that will insure a perfect fit.

Step 1. After the lining has been pulled back beneath the area requiring replacement, put a piece of cardboard (oak tag is best) under that area. Hold fur and cardboard firm and flat with pushpins around the area. **Step 2.** With the needlepoint tracer, trace an outline

Right: 3. Tracing around the worn area with the needlepoint tracer. Below: 4. The cardboard tracing, outlined in pencil for visibility



CLEANERS AND DYERS:

SAVE... with "Job-Rated" Delivery Equipment

Dodge "Job-Rated" ½-ton Panel

Wheelbase—108 inches. Capacity—155 cubic feet. Payload and Equipment Allowance—1,100 lbs. Inside Dimensions: Length 92 7/16 inches; width, 63 1/8 inches; height, 55 inches.

Dodge "Job-Rated" Delivery Chassis with special bodies

Chassis with flat-face or windshield cowl are available in 108-, 116- and 126-inch wheelbase lengths, with G.V.W.'s ranging from 4,250 to 8,000 pounds. Bodies to fit your job are built especially for these *"Job-Rated"* chassis by many reputable body builders.

Whatever your delivery problems, there's a Dodge *"Job-Rated"* truck to save you money.

You can select the *right* truck . . . the truck that *fits your job* . . . from a wide range of Dodge delivery equipment. For example, there's the roomy, rugged, ½-ton panel. There are *"Job-Rated"* chassis, with flat-face or windshield cowls, in three wheelbase lengths, and with nine different G.V.W. ratings.

And, there are Route-Van models in three wheelbase lengths, and with G.V.W. capacities ranging from 6,200 to 10,100 pounds.

A delivery truck that's *"Job-Rated"* to fit your job will save time . . . cut your delivery costs. It will last longer. It will require less upkeep and maintenance. Yet, with all these money-saving advantages . . . Dodge *"Job-Rated"* trucks are *priced with the lowest!*

See *your* Dodge dealer for the Dodge *"Job-Rated"* truck that *fits your job . . . saves you money.*

DODGE ROUTE-VAN— Dodge Route-Vans are engineered and built to save you time, effort, and money in delivery service. Outstanding features are low floors, wide doors, over 6 feet of "stand-up" room inside. There's room for a wide variety of racks, shelves or drawers to give *you* the most efficient arrangement of *your* load. There's plenty of room, too, for *working* your load, quickly and easily. Available in wheelbase lengths of 102 inches, 117 inches and 142 inches . . . there's a *"Job-Rated"* Route-Van to fit *your* job . . . save *you* money.

MORE LOAD SPACE
For faster, easier loading and delivery

72" Inside width
76" Inside height
95¼" Over-all height
17¾" Floor to ground
32" Side door openings

*Based on normal loads with 7.00/16-tires

Available in 7-, 9½- and 12½-foot Dodge-built bodies with payload and equipment capacities up to 4,500 pounds.

For low-cost transportation... switch to

DODGE "Job-Rated" TRUCKS

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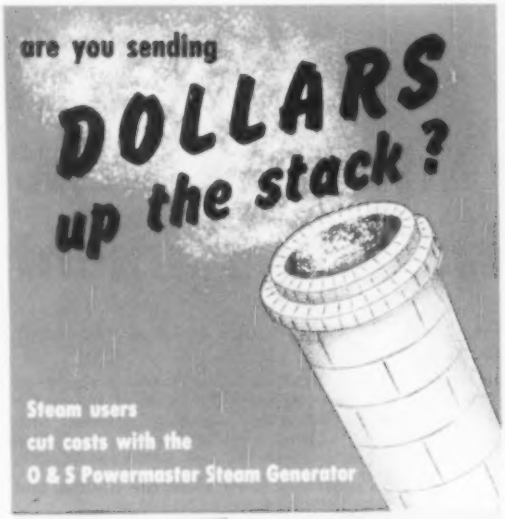

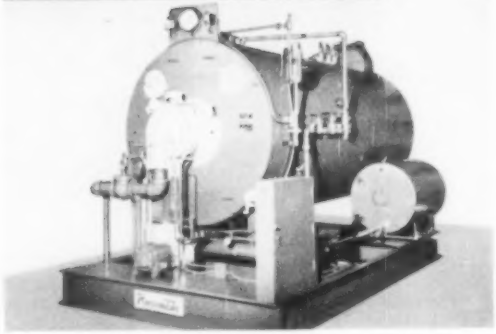

FUEL COSTS REDUCED as much as 40% through high efficiency maintained regardless of fluctuating loads.

OPERATING COSTS REDUCED fully automatic unit cuts labor and maintenance time to minimum.

INSTALLATION COSTS REDUCED because the Powermaster is completely wired, factory-tested and delivered on steel base. No brickwork required. No unnecessary dead weight. All units constructed to A.S.M.E. Boiler Code and approved by Underwriters' Laboratories.

High and low-pressure units from 15 to 300 HP.—available for light oil, heavy oil, gas or combination gas-oil firing. Widespread service by factory-trained men.

ORR & SEMBOWER
Established 1885

Powermaster
STEAM GENERATORS

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Please mail latest catalog showing Powermaster's cost-cutting advantages.

Name _____
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5. Replacing worn spot. O—original worn fur; D—damage spot from which worn fur was cut; N—new fur, and P—paper pattern

around the edges of the area requiring replacement. Press firmly on the tracer so that the impression will be left on the oak tag beneath. Do not try to even off the edges of the area you are tracing, as the more irregular it is, the better the repair will be hidden when complete (see Photo No. 3).

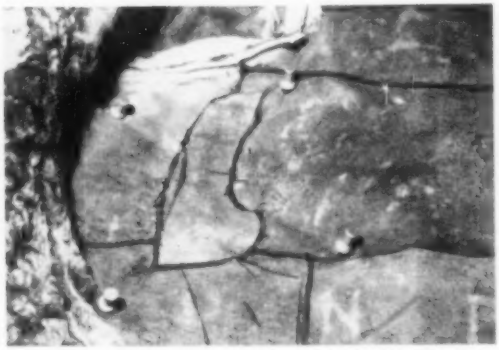
Step 3. Pick up the cardboard tracing, go over the trace holes with a crayon for clarity (see Photo No. 4), and cut out the pattern. Use this same pattern to cut out the damaged area and to cut out, from nailed fur, a matching piece (Photo No. 5).

Step 4. Sew the replacement back into the cut-out damage, being very careful not to stretch or shir in either edge. If it is to be hand sewed, it might be advisable to set the piece out with pins, which can be removed as the edge is reached (see Photo No. 6).

If, in spite of all precautions, there is a slight pull, the area can be pushpinned out all around under a little stress and left that way for an hour or two. Slight looseness can be corrected by a momentary application of a warm iron which will shrink in the looseness slightly.

This method is a little more complicated than that used by experts, who cut freehand, but it has the advantage of avoiding the time-consuming nailing which is necessary when insertions do not lie flat. ‡ ‡

6. Replacement sewed in; pushpins keep it flat until it sets



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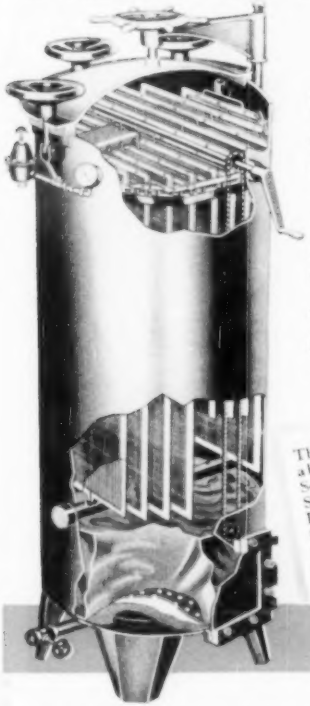
DO YOU HAVE A SOLVENT WASTING *Little Black Devil* IN YOUR FILTER?

HE IS COSTING YOU UP TO $1000 A YEAR IN LOST SOLVENT . . .



He's a little devil, all right, this Filter Muck. He devours from $150 to $1000 worth of your solvent per year ...(solvent which can be easily reclaimed and made sparkling clean for further use.)

Get rid of the waste caused by the little devil, "Filter Muck", with a new Butler Big Flow Filter, equipped with the patented Butler air cleanout. All solvent is squeezed out of the Little Black Devil by air pressure, making your cleanout job easier and faster – and keeping your floors clean.

Let the savings of a Butler Air Cleanout pay for a new Butler Big Flow Filter in your plant. Have a Butler representative show you how it can be done.

Three styles are available: Monel Metal Screen, Scraper Type; Standard and Cloth Plate. Six capacities from 1000 to 8000 gallons per hour. All equipped with air cleanout.

BUTLER MANUFACTURING COMPANY
7452 E. 13th Street **Kansas City 3, Mo.**

Send complete information on Butler Filters. I am also interested in the following:

- ☐ Garment Presses
- ☐ Vacuum Stills
- ☐ Unithrift Systems
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STEP INTO THIS PROFIT OPPORTUNITY

START AN UPHOLSTERY CLEANING DEPARTMENT ON A DOWN PAYMENT OF LESS THAN $150 . . . EARN $7 TO $10 PROFIT ON EVERY AVERAGE JOB!

Shampooing upholstery is a new and needed business. There's a big pent-up demand for this service. Learn how easily YOU can get started in this big-volume, big-profit business. Mail the coupon for our free book.

START A RUG CLEANING DEPT.

Here's another money-maker! With HILD Equipment you can clean rugs in your plant and earn $1.12 to $3.50 profit on the average 9 x 12 rug. Check the coupon for complete information.

SHAMPOO CARPETING "ON LOCATION"

With the mobile HILD Equipment you go from rug to rug, from office to office, conveniently doing the job right. This type of work gives a profit of $6 to $10 per average rug. A little extra time is time well-invested on HILD Equipment.

AN UP-AND-COMING BUSINESS

Every home is your prospect for upholstery shampooing service . . . to say nothing about stores, theatres, hotels, apartments, etc. Here's a business that's good every month in the year. When your customers see how HILD System Shampooing restores the color and lustre to dull, dirty upholstery, they'll continue to use your service year after year.

HILD HELPS YOU GET BUSINESS

Right from the start, you'll get plenty of profitable business by advertising your upholstery shampooing service. HILD makes it easy for you to advertise at small cost . . . by furnishing newspaper cuts, radio announcements, postcards, circulars printed with your name, and many other Sales and Advertising Aids. This material is pictured in our free book, "FACTS about Shampooing Upholstery with HILD Equipment."

MAIL COUPON TODAY FOR **FREE BOOK!**

HILD System — RUG, CARPET AND UPHOLSTERY CLEANING EQUIPMENT & SUPPLIES

HILD FLOOR MACHINE CO.
740 W. Washington Blvd., Chicago 6, Ill.

☐ Send your free book about Upholstery Shampooing.
☐ Send also book about "On Location" Shampooing.

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New drive-in station of Peerless Cleaners, Fort Wayne, Indiana, proved timesaver. Use by neighborhood patrons halved drivers' "Nobody home" reports; cut Saturday, late-afternoon deliveries

MINUTES INTO DOLLARS

TIMESAVING is a specialty of the house at Peerless Cleaners, Fort Wayne, Indiana, where proprietor Paul E. Lerch has set up a number of interesting systems and devices.

One of Mr. Lerch's installations solves the problem of placing responsibility for go-backs. It both avoids friction over who is to refinish garments rejected by the inspector and at the same time reduces the amount of touch-up necessary, by making each presser responsible for his own.

Tags Tell Who and How Much

At each press a metal spindle is set into a 4-by-4-inch wooden block. The spindles hold plastic tags, ⅞ by 2¼ inches, in a different color for each presser. When a finisher completes a garment he slides one of his tags over the hanger neck; the color identifies each operator's work.

Each finisher begins the day with 150 tags on his spindle. Shortly after the device was installed, the finishers learned to approximate from the height of the stack how much work had been done and how much remained. Although more tags are available, Mr. Lerch felt rightly that making it possible for each worker to gauge his own output against the others would be an incentive to increase production.

Using the same colored-tag principle, Mr. Lerch devised a timesaving and foolproof method of recording the production of each finisher. The device, which he calls a "totalizer," is built around four Veeder counters, the type with a metal arm protruding at a right angle to the face. Before each of the counters is a spindle, identical to and interchangeable with those used by the pressers. The totalizer has a metal hood that folds down on hinges to cover the counters and the tips of the spindles; locked in this position, it cannot be operated. The grooved track in which the spindles are set and the wooden framework to which the counters are

Automatic counters record production of each finisher as colored tags are slid down spindles. Hooded top locks device. Note colored tags (white-circled) on hanger hooks of finished work

attached are built into a stand of a convenient height, which is equipped with casters for easy movability.

With this device, the production of each finisher can be recorded automatically and accurately. The inspector removes the colored tags from the necks of the hangers and slides them down the spindle of corresponding color. As each tag is slid down its spindle it trips the arm of the counter and records a garment.

In the morning the counters are set at zero, and at night the totals are entered in the ledger. At the end of the week the daily totals are summed up on an adding machine and the week's total recorded. The finishers are then given the adding-machine tape as a check against their pay envelopes.

Bookkeeping Timesaver

More time is saved in the bookkeeping department by eliminating ledger work on charge accounts. Peerless has an average of 400 regular charge accounts, payable monthly. Each morning the office girl gets from the driver the previous day's trip sheet. From this she transfers to snap-out invoice forms all pertinent data, such as the date of order, description of garment, what is to be done to it, and price. Each account (arranged alphabetically) begins the month with a new form. At the end of the month the account is totalled, the customer's copy is simply folded and mailed in a window envelope. There is no end-of-month work of making out statements, itemizing accounts and typing envelopes.

For the convenience of the spotting department, Mr. Lerch devised a bulletin stand, built about the height of a bookkeeper's desk and with a sloped top. Here are kept indexed looseleaf notebooks containing a variety of technical bulletins, including those published by the National Institute of Cleaning and Dyeing and by the Indiana Association of Dyers and Cleaners. Recent bulletins are held together by large snap-type clips until they are filed in the looseleaf books.

While the bulletin files were established for the benefit of the spotting department, their easy accessibility and the convenience of the reference stand have stimulated interest among the other workers. Not only has this interest produced some helpful employee suggestions, but the bulletins—which previously seldom left the office—are now read and used.

Four Inspections a Must

With emphasis on quality work, Peerless insists on each garment passing four inspections before it is sent out. They are:

1. *Pre-drycleaning inspection*—for spots that must be prespotted. At this inspection pockets and cuffs are turned out and brushed.
2. *Post-drycleaning inspection*—for garments that must go to the spotter.
3. *Pre-finishing inspection*—for button replacement or tightening, seam repairs and other minor sewing jobs.
4. *Post-finishing and final inspection*—to make sure that each department has done its job properly.

According to Mr. Lerch, the time saved by not having to answer telephone complaints alone makes the four inspections a form of timesaving, too! # #

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The Amazing CISSELL VACUUM SPOTTING BOARD

for both steam and chemical spotting

WHITE VITROLITE TOP AND CONCENTRATED VACUUM—a patented feature found only on the Cissell Vacuum Spotting Board.

Concentrated vacuum keeps wetted area from spreading...helps eliminate rings. Removes quickly all perspiration, water-soluble spots, hard-to-get-out chemicals. Now, spots are removed easily from gabardine, linen and heavily-sized rayon, always problem materials for any spotter. Wet-cleaning costs are greatly reduced. Available for either central air or steam vacuum—specify when ordering. Complete price, $275. F.O.B. Louisville, Ky.

Have a look — *it has everything!*

POWERFUL VACUUM draws uniformly through concentrated screened area on nose of board and on nose of Swinging Sleeve Board by operation of middle pedal. Swinging Sleeve Board is actually a miniature Spotting Board. Push Swinging Sleeve Board back, then vacuum operates from nose of board. Bring Swinging Sleeve Board forward, then vacuum operates from nose of Swinging Sleeve Board. A change of position of Swinging Sleeve Board operates a self-cleaning valve which gives full, unrestricted passage for vacuum at all times.

MIRACLE LEFT PEDAL RELEASES: 1—(At slight touch) A feather of dry steam, important for work with chemical bleaches, strippers and sheer fabrics. 2—(Partly down) Dry steam. 3—(Half down) Moist steam. 4—(Completely down) Wet steam.

EXTRA-LARGE CHAMBER provides a greater supply of water

AIR-COOLED, CORK-HANDLE SPOTTING GUN with removable tip. Drip cup with bracket holds gun in place when not in use.

HOT AIR for quick drying by operation of right pedal.

PATENTED STEAM SEPARATOR. Each valve has its individual control to regulate steam, water and air pressure. Entire unit accessible for maintenance.

PARTS FOR THE FOUR CISSELL HEAD VALVES ARE INTERCHANGEABLE with other Cissell Head Valves. All Cissell Head Valves have renewable seats of special stainless-steel alloy.

BOARD AND SWINGING SLEEVE BOARD have stainless-steel frames with white, vitrolite tops. Vacuum areas of perforated, stainless steel with fine nickel screen covering. Chemicals will not harm boards. Corrosion stains are impossible.

BUILT-IN SEPARATING CHAMBER removes water and chemicals from vacuum line.

AUTOMATIC CHECK VALVE releases all chemicals and water from vacuum chamber to extra large drain receptacle. No pipe line or sewerage connection needed.

ADJUSTABLE TOP for operator's comfort. 37" to 44" in height.

SWINGING SLEEVE BOARD AUTOMATICALLY RAISES AND LOWERS with adjustment of top.

BOARD TAPERS from 6½ inches at small end to 12½ inches at large end. Swinging Sleeve Board tapers from 2½ inches at small end to 4 inches at large end. Accommodates any size garment.

SCREEN ASSEMBLY, VITROLITE TOP AND CHEMICAL TRAY easily removed for cleaning. No screws, bolts or gadgets.

LARGE CHEMICAL TRAY of stainless steel. Ideal for all chemicals.

TRAY WITH COVER keeps clothes off floor. Moves in or out.

MODERN, STREAMLINED DESIGN. Husky cast-iron base, column, bracket and pedals. Brass pedal levers.

CHECK, COMPARE—there's no equal to this Vacuum Spotting Board. It's ready to do a fast, quality job for you!

W. M. CISSELL MANUFACTURING CO., INC.
831 S. First Street • P.O. Box 1143
Louisville, Ky., U.S.A.

Foreign Distributors. Address Correspondence Attention Export Dept.—Cable Code: CISSELL

CISSELL

Consult Your Jobber

SPORT-SHIRT PROCESSING*

by HERBERT B. KOTH

Vice President, Merry LaRue Laundry, Elizabeth, New Jersey

EVERY plantowner has to make basic decisions on whether certain types of sport shirts will be accepted for laundry or drycleaning or both. This is our policy:

All rayon sport shirts coming in the regular laundry bundle will be laundered by our special process described later. Exceptions are: (1) deep blue and maroon shirts; (2) zippered shirts, and (3) shirts which have a label in the collar that says "Dryclean Only."

The deep blue and maroons are not laundered because of the excessive and noticeable shine at the seams as a result of pressing wet with the usual hot presses. This shine seems to be more pronounced on the dark shirts than on the lighter ones. On the zippered shirts, where in some cases the zipper describes an arc, the cloth covering the zipper gets too hard and shiny when pressed wet on a regular shirt press.

On the shirts marked "Dryclean Only" we feel that it is our job as launderers and cleaners to do the job required by the label on the shirt. The customer purchased the shirt knowing it was to be drycleaned only, and if an error was made by them in sending it to us in the laundry bundle, they expect us to have it done the correct way. Such shirts are charged at drycleaning prices.

Laundered rayon sport shirts are folded similarly to regular shirts and are priced slightly higher than regular shirts.

Rayon shirts processed in the drycleaning department are sent home on hangers.

All wool sport shirts marked "Dryclean Only" or having zippers, and all wool sport shirts of the fine, more expensive grade are sent to the drycleaning department to be processed, and charged accordingly. Other wool shirts are processed the same as the laundered rayon shirts.

Cotton sport shirts are laundered. Occasionally a customer sends one in to be drycleaned, and if desired, we will drycleaned it and send it back on a hanger.

Nylons are handled the same as rayons.

Shirt manufacturers confuse the issues on rayon or wool shirts by having such labels as "Wash by Hand," "Iron on Wrong Side," "Wash with Lux," etc. Jumbled instructions confuse everyone. Instruction cards on new shirts are rarely read—laundries never see them, anyway. Some manufacturers put washing instruction labels on the tail of the shirt where they are easily missed.

Marking

All shirts of every kind, including sport shirts, are black ink marked and go through in the same lot except the no-starch shirts, which go through in separate lots. When marking sport shirts, care must be exercised to be sure the mark is not placed too high on the collar. Dark-colored shirts are marked on the label or are tagged.

Cotton sport shirts are classified in special nets together with the Oxford shirts for starching purposes.

Rayon sport shirts are classed as fugitive.

Lots consist of 15 bundles each.

Washing

Cotton sport shirts are washed along with all other regular cotton shirts, and they are wheel-sized with them. However, when the wheel is pulled, the nets containing the cotton sport shirts and the Oxfords are left in, and this load is given a rinse. This rinse takes out just enough of the starch to give these shirts a nice, very light body.

Rayon sport shirts are prespotted by hand at collar and cuffs where needed and are given a wool wash with high water at 85 degrees temperature. The wheel is stopped when the machine is being dumped and filled. Zinc silicofluoride is used as a sour to help produce softness on wools and rayons. In extracting, we bring the extractor up to top speed and shut it off. These precautions are necessary to prevent shrinkage and to reduce wrinkling.

Conditioning of Rayons and Wools

If rayons are to be ironed on a special unit apart from other shirts, it is advisable to put a lot identification on either each individual shirt or on the lot as a whole. The heavy rayons are separated from the light rayons. Place them loose in an open-end tumbler, and tumble the light ones 3 to 5 minutes and the heavy ones approximately 7 minutes. The time needed will depend on how much heat you have in the tumbler and how large your tumbler load is. We inject a little live steam into the tumbler cylinder during this operation. (But we don't believe this is absolutely necessary.)

On removal from the tumbler the shirts should be laid out flat in a hamper or on top of the lot to which they belong, covered with a damp net, and allowed to condition further for one hour or more.

The above is very necessary to reduce the heavy shine appearing wherever there is more than a single thickness of cloth on the shirt. The tumbling removes excess moisture from the seams. It is the combination of excessive moisture under a lot of heat and pressure from the press that causes shine and, in many cases, will cause the rayon to fuse completely. *Conditioning is vitally necessary if we expect to use present shirt machinery to do the ironing of rayon sport shirts.* Also, if this conditioning is done, it is not necessary to reduce air and steam pressures on present laundry shirt presses in order to iron rayon sport shirts.

Ironing

Cotton, rayon, and wool sport shirts may be ironed on regular laundry equipment. We believe that a good accurate timer is a very necessary item on each press. This assures that the hot press head will not remain down longer than necessary on rayon and wool shirts.

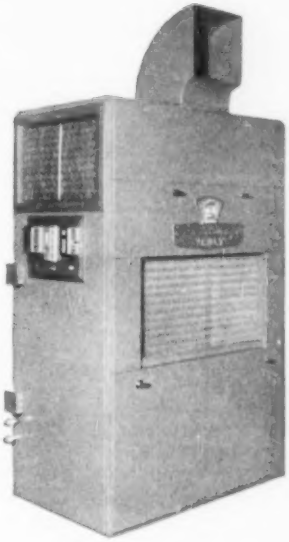
The neckband clamp on the bosom or front lay press should be narrowed down in front to approximately ⅝ inch in width instead of the usual 1½ inches, so that the good ironing job done on the front of the sport shirt collar will not be ruined. This is a spot where the

* Excerpts from a talk at the 62nd Annual Convention of the American Institute of Laundering at Kansas City, Missouri, November 7, 1949.

THE 1950 VAULTMASTER

for Fur and Woolen Storage Vaults

- A COMPLETE unit in one BEAUTIFUL cabinet
- Absolute Humidity Control
- Continuous Temperature Control
- Positive Fumigation
- Automatic Refrigeration
- Filtered Ventilation



All of these essential operations of vault conditioning may now be yours in one beautiful marine-blue cabinet. Avoid costly installation expense. Profit from trouble-free operation. Carries Underwriters Laboratory approval for use in fur and woolen storage vaults.

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WALTER HAERTEL COMPANY—2840 Fourth Ave. S., Minneapolis 8, Minnesota

Send us full description and cost information concerning the 1950 VAULTMASTER.
Send us free copy of the new Fur Storage Insurance Requirements booklet.

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machinery manufacturers have not kept up with the sport-shirt needs.

Most summer cotton sport shirts have only half sleeves. In this case there are no cuffs to press. If you want an excellent finish, have the collar-and-cuff operator press the inside collar lapels on the cuff press. This will give a smooth finish to the lower front of the collar when the shirt is worn with the top button unbuttoned.

Folding

We use an 8½-by-15-inch fold for all sport shirts, and place them in envelopes. For those who have a short fold on regular shirts, you can slip a long fiberboard in a slot on your present metal blade and use the same folding device to do either job. A cellophane-front envelope will dress up the rayon sport shirt very nicely. ■ ■

AN EFFECTIVE TOOL FOR EMPLOYEE TRAINING*

by WILLIAM SAVILLE

Pilgrim Laundry Company, Boston, Massachusetts

SEVERAL years ago we had occasion to change completely our marking and sorting-room procedure. In order to do this with the least confusion we set up a complete demonstration booth. Then we analyzed, step by step, just how the new job was to be performed, and finally wrote it out in detail. This we called "New Instructions for Markers," and enough copies were made for everyone.

We had a meeting of all marking-room personnel, carefully went over the instruction sheet, gave each one a copy to take home for study, and posted a copy at each work place. Each operator was given detailed instruction in the demonstration booth. When we made the change-over, 10 operators picked up the new method and carried on with surprisingly little difficulty. We followed the same procedure with our sorting-room personnel.

Just think for a moment what happened here. First, the production manager, the plant superintendent and department foreman sat down and analyzed the job. Using motion-study principles they set up the work space, worked out the actual motions and then wrote the descriptions, attempting to cover in detail all the complicated situations that can arise in a marking room which handles all types of customer bundles. They then went over their efforts with two or three of the more experienced workers in the department. The girls found many points that had not been covered. Tryouts in the demonstration setup brought out other omissions and changes. Finally, the combined efforts produced a workable set of instructions—in fact, so practical that, except for a few corrections from time to time to keep up with changing conditions, they are still in use today.

As we thought about it afterwards, it seemed that the carefully prepared detailed written instructions were the most important single factor in the case of change-over. From that grew the conviction that people *can* be successfully taught new ways of doing things, provided sufficient time and effort are used in deciding just *what* is to be taught, *how* it is to be taught, and then laying it out in such detail that there can be no misunderstanding.

The point of this is, that management *and* the workers themselves sat down and *thought it out in advance*. To me, from a management standpoint, it is much like the operation of a budget—the more people that have a part in its preparation the better, because it forces them all to *think* and then their *performance* is measured by and compared with their *thinking*.

It followed, quite naturally, that if a major change-over could be accomplished so easily, then this would be a good line to follow in the training of our people generally. This has been done, so that today we have complete job descriptions of all plant jobs, with the exceptions of wearing-apparel ironing, extracting and some specialty jobs. These job descriptions are prominently posted at the work places. They serve two principal purposes:

1. To train new people when they first come on the job.

2. To maintain work methods by giving support to the department heads in the correction of careless work habits which may creep in.

I think the second use is equally important with the first because it brings us right to the subject of quality. If we have thoughtfully and properly set up our procedure, our standards of quality will be properly met at standard rates of production.

We find that our standards of quality will *satisfactorily* meet the demands of our market. We also find that our complaints of poor quality come primarily from that work which is definitely below standard but which, somehow, gets to the customer just the same. We also find that it is possible to produce our regular

— Mr. Harper, did you, by any chance, change the standard on wearing apparel?

* Excerpts from a talk at the 42nd Annual Convention of the American Institute of Laundering at Kansas City, Missouri, November 8, 1948.

VOLUME CLIMBED 50%

at "Osage Hills"

Increase in volume and profit followed the installation of this Model 27 Nu-Cleaning unit at the "Osage Hills" shop, last September.

Tulsa Shopping Center Plant Reports Profit Up Nearly 25% Since Installing

HOFFMAN

NU-CLEANING SYSTEM

FOR PERCHLORETHYLENE

Modern merchandising of drycleaning is the keynote of this attractive "Osage Hills" store layout, located in a new Tulsa shopping center.

In addition to Nu-Cleaning unit, Hoffman finishing equipment enables owners Wayland and Asher to deliver quality work.

On-premises cleaning has brought a substantial boost in business to Bob Wayland and Bill Asher owners of the Osage Hill Cleaners, 820 N. Osage Drive in Tulsa, Oklahoma. Their Hoffman "Nu-Cleaning" System provides fully automatic cleaning of loads up to 30 pounds — in small floor space, with low solvent cost. Fast, flexible Nu-Cleaning Service meets the needs of today's customers — holds their patronage for many tomorrows. Check the profit possibilities for your location. Call or write Hoffman *now*.

Models for 30 and 60-pound loads with these More-for-the-Money Features

- **Patented "Iso-Vibe" construction avoids need for foundation or bolting down.**
- **Fully automatic through entire cycle . . . requires minimum attention and labor.**
- **Built-in reclaimer reduces solvent cost under 1¢ per pound.**
- **Exclusive dispenser injects measured amounts of detergent to reduce spotting and wet cleaning.**

WHATEVER SOLVENT SUITS YOUR NEEDS, HOFFMAN BUILDS UNITS for Perchlorethylene, Safety Solvent or Petroleum.

TOPS IN VALUE ...SINCE 1905

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standard of quality without reducing production if our procedures are properly followed. Most of our substandard quality comes either because operators think they have discovered short cuts, which may or may not increase production, or because they have become careless.

Here is where supervision comes in. If the supervisor has been properly trained he notices the variation from standard procedure and investigates before the variation has become a habit. If a worker claims an improvement in the job procedure, then it is up to supervision and management to appraise the situation. If it is a real improvement which increases either production or quality without sacrificing the other, then it must be accepted and recognition given for it. Of course, the instructions must be changed accordingly. If it is not a real improvement in method, then supervision must make the decision and explain to the worker why it cannot be used.

A third and also very important function of written job descriptions is the elimination of our dependence upon someone's memory in the handling of infrequent or seasonal items.

We need good production to maintain low cost, but we need uniformity of quality to maintain sales. One of the toughest handicaps for a sales organization to overcome is fluctuation in the quality of the work. When I speak of quality standards I mean everything that has to do with the laundry bundle—washing, ironing, packaging, damage, shortages, etc.

Our realization of the immediate need for better training techniques was intensified during the war period when absenteeism was so prevalent. This, of course, was particularly true in team operations such as four-girl shirt units and flatwork-ironer crews. This led us to adopt the principle that in team operations each member of the team must learn correctly all the operations of the team, so as to give us flexibility within each unit because, although the war is over, people still are absent occasionally. Operators not only must learn these other jobs, but we frequently rotate them in their positions to be sure they keep their hands in.

Here again, particularly when the pictorial type of instructions are used, they are of great help in smoothing out job rotation and maintaining both quality and production. Along with the principle of requiring team operators to learn other jobs, we impress upon individual operators that they become more valuable as they prove their ability to handle more than one job. To carry the principle still further, we impress on our supervisors that they must train people to cover their own jobs—that this means teaching someone else their own "tricks of the trade"—and that they themselves cannot be considered for promotion until they have someone ready to take over their work.

Our written instructions are prepared in four different forms:

1. Straight written instructions with or without attached samples of tags, lists or labels. These are illustrated by our "Instructions for Foreman — Marking Room" and our "Classifiers' Instructions."

2. Drawing of the work place for the marking-room classifiers.

3. Chart form which is used largely in the washroom for various formulas.

4. The pictorial type such as we use for shirt ironing, where we need to show press positioning, and can take advantage of pamphlets prepared by the manufacturers.

We also use this same technique in our sales department. Here we operate under a union contract and have prepared a detailed sales manual for the routemen. This manual is not a course in salesmanship. It is, however, a carefully worked-out description of all the routine detail in the proper handling of a laundry route. Some of the subjects covered are:

1. The route salesman's day; details which must be covered before leaving the plant in the morning and those that must be done on the return to the plant at night. This naturally includes the proper method of loading and unloading the truck.

2. Vehicle handling, including general operating rules, instructions for emergency road repairs, instructions covering accidents, how to report need for service by mechanics, and general safety rules.

3. Route forms and material kit; a listing of all items which must be carried on the truck.

4. Delivery sheets; what they are and how to use.

5. Off-trip cards; how to handle off-trip money.

6. Laundry lists; a complete description of the list, together with instructions on how to make out a written list when a regular stenciled list is not available. All the correct information must be shown on the list—we will not accept a list with just the last name and an incomplete address.

7. Turn-in envelope; how and when to turn in money, particularly the handling of checks.

8. Laundry bags. We supply bags and every incoming bundle must be in a bag and tied with a colored string identifying the service.

9. Telephone contacts with the office; how and when to make the daily telephone call to the service department for calls, and how to get the money refunded.

10. General procedures, including separate sections devoted to the laundry services, curtains, pillows, blankets, rugs, drycleaning and storage, again showing what needs to be done when special tags or lists must be made out, valuation required, customer's risk is necessary, etc.

11. How to handle a request for preference, such as special starching.

12. How to handle "do-overs."

13. How to file a claim and the routeman's part in handling claim procedures.

14. How to handle changes in service.

15. How to handle requests for credit.

16. What to do with a claim voucher check.

17. Delivery of "shorts."

18. A complete price list of all services.

19. How to handle transfers.

You may say that all this is a lot of unnecessary work, that the routemen won't use it, that where the men are paid on commission it is not necessary for management to be concerned with such things, as the routemen are in business for themselves, anyway. It is a lot of hard work to prepare, and it must be kept up-to-date if it is to be valuable but again bear in mind that it is a standard of performance, and that the whole sales supervising staff, as well as some of the older men, were consulted in its preparation.

This manual is placed in the hands of each new man as he comes to work for us and his training follows the book. It then becomes a part of his regular equipment on his truck, where it again serves the same dual purpose as the written instructions in the plant:

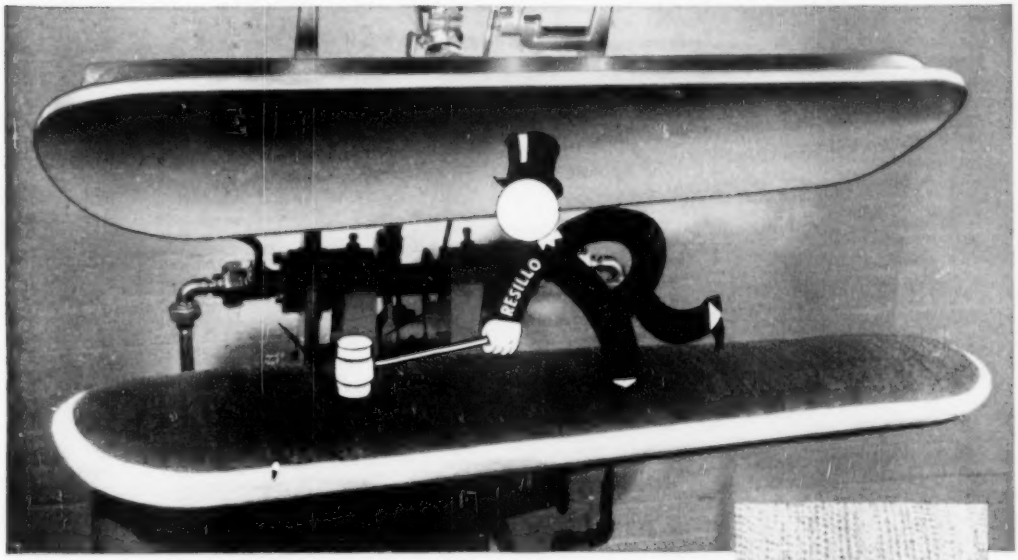
1. Primary instruction for the man.

2. Backing for the supervisor in correcting variations from standard.

We feel it is very much management's responsibility to decide what shall be taught, how it shall be

(Continued on page 108)

A *Resillo* PRESS PAD CAN TAKE IT!



The life and usefulness of a Press Pad depends upon the material used in its construction and the manner in which it is built. By using non-rusting MONEL METAL Resillo engineers have given the dry cleaning industry RESILLO PERFEX . . *the perfect dry cleaning press pad* that outlasts all ordinary pads . . one that possesses pressing qualities unequalled in the history of pressing.

Their porous, open weave construction allows quicker passage of steam, steps up production, reduces operating costs . . and *Resillo Perfex Press Pads will not pack down nor harden.* They carry our usual guarantee to give long, satisfactory service. You can expect *Resillo Perfex Press Pads* to pay for themselves in saving of time, labor, materials and equipment.

Over 1,000 sizes, shapes fit all pressing machines, assuring maximum pressing efficiency.

SOLD BY LEADING JOBBERS EVERYWHERE

Close-up view showing porous, open weave of Resillo Press Pads.

SEND FOR FREE SURVEY

Get the highest possible efficiency from all your pressing machines. Let us survey your plant and submit our recommendation. No cost; no obligation.

Resillo WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL **PRESS PADS**

RESILLO COMPANY • 2328 WEST NELSON STREET • CHICAGO 18, ILLINOIS

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Oh! WHERE... *is my wandering ad tonight?*

THERE are two ways to buy advertising space. One is the guesswork-opinion method. The caption above is the mournful song of an advertiser who is still selecting media the way it was done before World War I, when there were no standards for the circulations of published media and when there was no accepted and approved method of auditing circulations. In those days, advertisers O.K.'d their proofs and sent out their advertising with a prayer that some of their sales messages would find their way to market.

The other way to buy space is the factual, know-what-you-get-for-your-money method. Today advertisers can start their investments on a basis of facts by selecting media with the help of the information in the reports issued by the AUDIT BUREAU OF CIRCULATIONS. This cooperative and nonprofit association of 3300 advertisers, advertising agencies and publishers, organized in 1914, has established standards that make it possible to evaluate the circulations of published media. The A.B.C. maintains a large staff of experienced and specially trained circulation auditors who make annual audits of the circulations of publisher members. A.B.C. reports give the facts thus obtained.

Here are some of the audited facts about business papers that A.B.C. reports tell the advertiser:

- **how much paid circulation;**
- **how much unpaid;**
- **an occupational or business breakdown of subscribers;**
- **where they are located;**
- **how much subscribers pay;**
- **whether or not premiums are used;**
- **how many subscribers are in arrears;**
- **what percentage of subscriptions are renewed.**

Those who buy advertising on the basis of this factual information, as given in A.B.C. reports, do not have to speculate about the distribution of their sales messages. They KNOW where and to whom their advertising goes. That is why this business paper is a member of the AUDIT BUREAU OF CIRCULATIONS. Ask for a copy of our A.B.C. report and then study it.

The NATIONAL CLEANER & DYER

A.B.C. REPORTS—FACTS AS THE BASIC MEASURE OF ADVERTISING VALUE

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YOU CAN RELY ON RELIABLE

PLAN NOW for 1950 PROFITS
...thru FUR and Woolen Storage
...and FUR Cleaning!

- It costs you nothing to find out HOW you can make money with RELIABLE STORAGE and CLEANING EQUIPMENT in your plant! Each installation is designed and individualized to FIT your specific requirements and profit possibilities!

CLIP OUT
MAIL TODAY

Yes "Reliable"
• We want FUR STORAGE DATA ☐
FUR CLEANING DATA ☐
A call from a Field Representative ☐
... without obligation, of course.

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RELIABLE

Reliable Fur Storage Equipment Company

DIVISION OF RELIABLE MACHINE WORKS, INC.

230-240 EAGLE STREET • BROOKLYN 22, N. Y.

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(Continued from page 104)

taught and by whom it shall be taught, in the sales department as well as in the plant, so that management really has control over the operation of its business. This control must extend to the detail of all departments if we are to achieve the proper meshing of the activities of the sales and production departments, which is so fundamental to our success.

We also find written job instructions to be most valuable in the office, the service department and in cash-and-carry stores. In these positions, the turnover of employees is not so great as in the plant. Yet many of these jobs have routine repetitive features and, particularly when substitution becomes necessary due to illness, vacations or other absences, it is most helpful to have procedures written down so that important details will not be overlooked during the short-handed periods. # #

ENLARGING MARKETS*

by WIRT V. DUNLOP

Manager, Membership Service Department
American Institute of Laundering, Joliet, Illinois

As part of a new customer incentive campaign we're offering merchandise prizes—a catalog showing 3,000 of them went to each routeman's home. All merchandise is priced in terms of "prize points", each point costs the plant one-half cent.

For the first bundle from a new customer, the men are awarded 100 points; for the second bundle from that customer they get 150 additional points; for the third bundle 200 more points. It's bringing in business, too.

To add a bit of competition, about $150 worth of prizes will be given at the end of 8 weeks to the men earning the largest number of prize points for new customer sales.

Sales Supervision Vital

In 17 years' sales experience I have never seen an effective and efficient sales organization built without proper supervision. It is widely recognized as one of the major aspects of management if not the *most important* aspect. It's a hard, usually thankless, unspectacular, day-by-day, detail-by-detail job. Sales organizations are built brick by brick and fact by fact. There is no magic formula which insures easy success. If there were and I knew of it, I'd be a wealthy man in a matter of months.

Supervision provides for real job training based upon actual cases and actual facts; it provides for the development of proper sales habits and attitudes; it provides effective leadership. Tools are needed to get this job done, the tools of control and management. You can call it customer control, sales procedures or sales control.

For example, if the man in the sales management spot, whether he be route foreman, superintendent, manager or owner, knows that Tom Jones, the driver handling a certain route, has 150 regular customers from whom he expects to make pickups during a certain week, and that he actually succeeded in picking up 135 bundles, it is easy enough to divide 135 by 150 and arrive at a selling percentage of 90 percent. Just this simple little thing will give you vital facts. During any one week the selling percentage of all the routes will not represent any earthshaking picture nor will it be conclusive—but try averaging the sales percentages of each route over a 6- or 7-week period and I'll bet you'll find that they almost match the dollar sales per route in such a way that the highest sales percentages will be achieved by the highest route, and so forth.

What does it show? For one thing it shows that the boys with the high percentages aren't wasting time; they are at the home when they are supposed to be there; they are doing a good re-selling job, their customers like them *and* the net result is that when they call for a bundle, they expect to get one; they *do* get one.

Carrying the matter one step farther, isn't it true that as high as 70 percent of all new customers now come to us a "referrals" from present satisfied customers? Isn't it logical, then, that the fellow doing the best job with present customers will also receive the largest number of referrals and consequently end up with a better sales record?

Supposing you want to go to work on the low man in your organization and, quite naturally, you'll find his sales percentage low, too. You can say to him:

"Look, Bill, your sales percentage of 65 percent is pretty low, much lower than the average of all the other fellows. What is the trouble; can I help you out?"

It puts the shoe on the other foot. You don't have to find out what's wrong. It's up to him to tell you. You can even go so far as to tell him that unless his percentage picks up, you'll have to do something drastic if that is the only course open to you. # #

Call back later. The boss is conducting a sales meeting with the routemen.

*Excerpt from a talk at the 62nd Annual Convention of the American Institute of Laundering, Kansas City, Missouri, November 8, 1948.

See for yourself!

PROVEN PERFORMANCE

Visit these leading cleaners in the Chicago area and see the economies effected by Washex operation:

Northside Cleaners
5427 North Broadway
Chicago, Ill.
(2—300 lb.)

Ruby Cleaners
2807 W. Montrose Ave.
Chicago, Ill.
(2—500 lb., 3—300 lb.
1—200 lb.)

South End Cleaners
2427 S. Cottage Grove
Chicago, Ill.
(1—300 lb.)

Forest View Cleaners
6546 Milwaukee Ave.
Chicago, Ill.
(3—300 lb.)

Artistic Cleaners
741 South Cicero Ve.
Chicago, Ill.
(1—500 lb.)

Illinois Cleaners
315 E. Main Street
St. Charles, Ill.
(1—200 lb., 1—300 lb.)

Shoreline Cleaners
1219 Washington Ave.
Wilmette, Ill.
(1—200 lb., 1—300 lb.)

Woodlawn Cleaners
2215 East 75th St.
Chicago, Ill.
(2—300 lb.)

Arlson Cleaners
2239 Roscoe St.
Chicago, Ill.
(2—300 lb.)

Deisnes Heald Co.
7159 Stony Island Ave.
Chicago, Ill.
(1—200 lb., 1—300 lb.)

Lakeside Cleaners
321 West 26th St.
Chicago, Ill.
(2—200 lb.)

David's Cleaners
21 West 5th Ave.
Gary, Ind.
(1—200 lb.)

THERE'S A WASHEX FOR EVERY SIZE PLANT

Write Dept. NC for free Washex booklet

- **Cut labor costs more than 50%**
- **Simplify the cleaning process**
- **Save solvent**

with

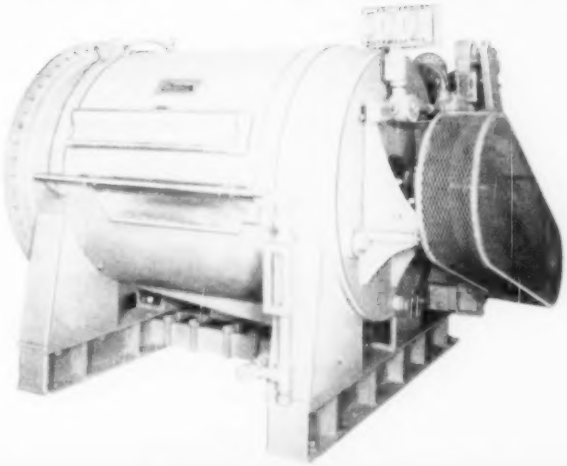
WASHEX

COMBINATION WASHER-EXTRACTOR

•

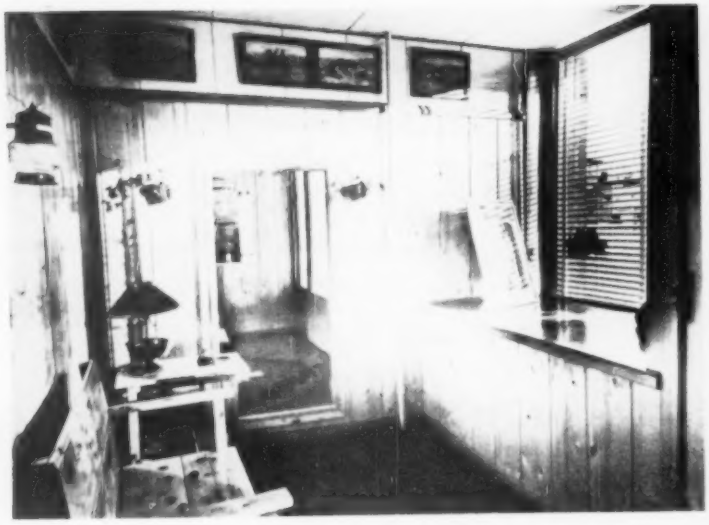
See the *WASHEX* at the

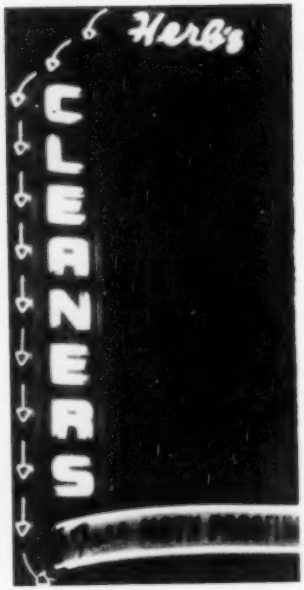
CHICAGO CONVENTION



FABRIC LAUNDRY AND DRY CLEANING MACHINERY CORP.
192 Banker Street **Brooklyn, N. Y.**

When writing to advertisers please mention The NATIONAL CLEANER & DYER





Above: Section of store at Herb's Montana Cleaners, Great Falls, Montana. Mirror reflects opposite end. Note some of Western prints in box frame over mirror. This picture was used as one of low-cost promotion postcard series. Right: Red neon arrows point to night bundle drop at front of building

POSTCARDS FOR PROMOTION

THERE is no shortage of new and remodeled dry-cleaning stores in the Northwest, but many plant operators have been slow to take advantage of their advertising value. Not so Herb Bernstein, who operates Herb's Montana Cleaners at Great Falls, Montana.

Recently Herb put in a new plant store and office, paneled and furnished in knotty pine. Hung in a box around the top of the entire room are famous Russell prints of Western scenes. The two display windows have Venetian blinds. Navajo rugs are used on the asphalt-tiled floor.

The morning of the opening a full-page ad was run in the local paper, illustrated by a view of the store. Mr. Bernstein also had postcards made showing the new interior from three different angles. Each new account which is brought in by a routeman receives one of these postcards, addressed by the office girl, with this message:

> Dear Mrs. Jones:
>
> We are happy to have you as one of our customers. When you are next downtown please stop in. We would like to explain the many services which we offer.
>
> Herb's Montana Cleaners

To each new customer who comes to the downtown store, except hotel and tourist-court patrons, a similar card is mailed out. This card thanks the customer for opening the account and invites him to come back again.

Over 2,000 of these postcards have been used in less than six months. Cost, including a one-cent stamp, runs approximately 3 cents per card mailed.

"This is less by a cent and a half than a letter costs," Mr. Bernstein said, "and we find our customers and new accounts like the informality of the picture postcard better.

"We used thank-you letters for two years before using the cards. It takes about a tenth the time to write and address a card. To date all card mailing has been handled by the regular office girls. With letters we had to employ a part-time girl and then the arrangement was never very satisfactory.

"We mail the cards out the day the new account goes on the books. We think this is important. A lot of new customers have told us that getting the cards when they started with us made them feel that their business was appreciated."

Along with the store improvement Herb put up a large neon sign which stands 14 feet high. This sign is bordered with red arrows, starting at the top, which light one after the other, leading to the new vault-type bundle drop next to the main entrance. This sign has greatly increased bundle-drop volume.

For two months after the bundle-drop arrow sign was installed, the office girl called every customer (where a telephone was listed), thanked him for the business, told him when the garments would be ready, and asked if he wished to have them delivered.

At the end of two months a check was made. Since it was found that approximately 75 percent of the bundle-drop business was from regular customers, phone calls were discontinued on these. Now only new bundle-drop customers are called each morning.

Mr. Bernstein is having a new set of postcards made up, showing work going through different departments. They include the cleaning room, two different views of the finishing room, and one card shows the hat-blocking department.

The new plan calls for a different card to be mailed out to regular customers once each two months. At the top, these new cards read: "Let's get acquainted—meet Joe Brown and Mel Weller who operate our dry-cleaning room." Cards for the other departments carry similar introductions of personnel. ★ ★

MERCURY

The Modern Petroleum Unit

DESIGNED FOR $1000 TO $1200 WEEKLY VOLUME

Uses Safe
Low Cost
140° F.
Petroleum
Solvent

★

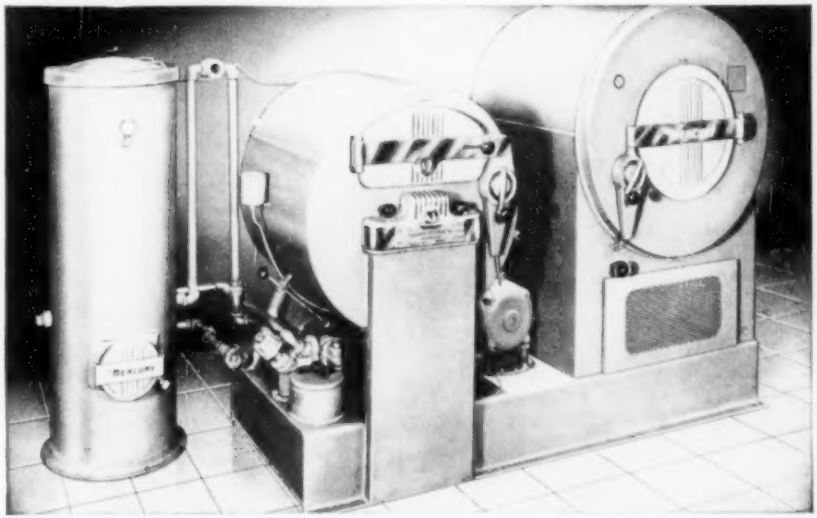
U. L. Listed

★

Requires Space
5 x 10 Feet

★

Capacity
36 lbs.
Per Load



COMPLETE WITH 1000 GPH. MERCURY "RAPIDS" FILTER AT $2595.00

F.O.B. Manitowoc, Wis.

Features for Increased Production

Fast Drying. The tumbler is large and fast, offering a minimum of 50 complete air changes a minute for fast, safe drying.

Shrinkage Control. The tumbler is provided with a choice of six temperature ranges permitting tumbling at the heat desired for any type load to control shrinkage.

Large Capacity. The tumbler is 36" x 30" in size with load capacity of 36 pounds. The washer also has 36-pound capacity.

Simplified Controls. The controls for both the washer and tumbler are combined in the door handles for fast, simple operation.

Mercury "Rapids" Filter 1000 GPH. with free-flow, no-clog, filter plates and quick-opening lid is standard equipment with the Mercury Unit.

Other Conveniences include solvent sight glass in washer door and a heavy-duty clutch with simple adjustment.

The Advantages of Mercury

Complete U.L. listed unit—Washer-Extractor, Tumbler, Filter, Pump, and Storage Tank in one complete system.

Uses safe, low cost, 140° F. petroleum solvent.

Cleans and extracts in the same cylinder without removing garments—operator never handles wet garments.

Completely vented to outside; no odors; no waste.

Storage tank is built in the base of the Mercury unit—no outside tanks or still required.

Place Mercury right in your store or shop.

Occupies space 5 x 10 feet.

Simple to install, the Mercury comes completely assembled with unions for connecting the filter.

Low initial cost—minimum maintenance.

Mercury Filters and Tumblers Available for Independent Sale — Jobber and Salesman Inquiries Invited

Mercury Drycleaning Tumblers Meet All N.B.F.U. Requirements

Write for Descriptive Literature

2600 Successful MERCURY Owners in 48 States

MERCURY CLEANING SYSTEMS, INC.

549 W. WASHINGTON BOULEVARD, CHICAGO 6, ILLINOIS • TELEPHONE AN dover 3-5420

When writing to advertisers please mention The NATIONAL CLEANER & DYER

LIKE January and Capricorn*

"According to astrology, the ancient "science of the stars," those born from December 23 to January 21 fall under the influence of Capricorn, symbolized by a goat.

STOD-SOL
and
Stod-Sol TEST BUNDLE SERVICE

... they go together

BIRTHDAY GREETINGS to DRYCLEANERS BORN in January

Astrologists give *caution* as a prime characteristic of the January-born. This may explain why so many drycleaners native to Capricorn depend on Stod-Sol, the original Stoddard solvent. They know Stod-Sol is completely tried . . . its superiority in both regular and "special attention" cleaning thoroughly proved. And they use the Stod-Sol "Test Bundle" Service widely. Ask your nearest Stod-Sol distributor for details.

ANDERSON-PRICHARD
INDUSTRIAL NAPHTHAS

ANDERSON-PRICHARD OIL CORPORATION

PRODUCERS REFINERS

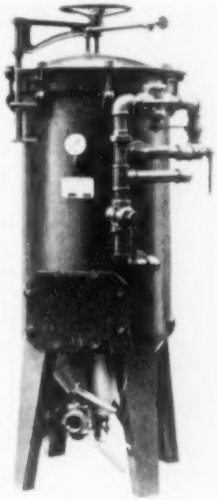
OKLAHOMA CITY, OKLA.

BRANCHES IN ALL PRINCIPAL CITIES

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NEWS NOTES *in the trade*

Olson Builds for Troy



OLSON Filtration Engineers, Inc., Chicago, Ill., are now building filters and stills for Troy Laundry Machinery Division, to be sold under the name Troy-Olson Super-Flow. Super-Flow Filters are available in seven sizes, with capacities from 1,000 through 10,000 gallons of solvent per hour.

Troy-Olson Super-Flow Stills with removable steam heating and preheating units are built in eight sizes, with capacities ranging from 50 through 1,000 gallons per hour.

Bulletins illustrating and describing both Super-Flow Filters and Stills may be obtained from any Troy sales representative or by writing Troy Laundry Machinery Division, American Machine and Metals, Inc., East Moline, Ill.

New Sterne & Maley President

THE election has been announced of Alexander B. Maley as president of Sterne & Maley Company, Chicago, Ill. A native of Chicago, Mr. Maley is a graduate of Brown University. He has been with Sterne & Maley since 1936, except for four years during the war when he served as a lieutenant-commander in the U. S. Naval Reserve. Mr. Maley is a member of the board of directors of the Laundry and Cleaners Allied Trades Association.

New Rug Cleaning Machine Introduced

A NEW type of rug cleaning machine, known as Moores Octo Clene Rug Cleanser, has been developed and is now being produced by Arthur and Gregg Moore of Elkhart, Ind. The machine was introduced recently with a demonstration at the C. A. Boushelle & Son rug cleaning plant, 218 E. 71st St., Chicago, Ill.

According to the manufacturers, while the machine was designed to give uniform high-quality cleaning on a volume basis, it is practical for the small as well as the large plant. An outstanding feature of the machine is its unified operation. The operator places the rug on the spur roll at the front of the machine. Then, in one continuous operation, eight rows of nylon brushes soap and clean the rug on both sides, the rug is rinsed, excess water is wrung out, and the rug is ready for the drying room. The manufacturers also point out that because many "touchy" operations are made automatic, the Octo Clene Rug Cleanser decreases the need for a large number of highly skilled operators.

The Boushelle company has invited all interested groups to attend further demonstrations of the machine at its plant.

Tru Color Consumer Campaign

A PROGRAM of national consumer advertising to popularize dyeing of garments and home furnishings, and to direct women to their local quality drycleaners for the service, has been undertaken by Tru Color Dye Works, Brooklyn, N. Y. The purpose of the advertising, according to Stanley Simon, Tru Color head, is to increase dyeing volume by familiarizing consumers with the service's advantages and by reminding them of its availability through local drycleaners.

Initial advertising, used recently on a test basis, has appeared in the New York Times Sunday Magazine, more than half of whose million-plus circulation is distributed throughout the United States. The ads, one of which is illustrated here, feature the Tru Color trademark prominently. Since Tru Color has distributed trademark window decals to cleaners who use its service, consumers are able to identify the advertising with the local cleaner who displays the emblem.

Results of the test ads, reports Mr. Simon, have been gratifying. Tru Color's present plans call for increasing the scope of its consumer advertising next season by placing ads in national women's magazines.

Wyandotte Research Seminar

THE fourth annual Research and Development Division Seminar of Wyandotte Chemicals Corporation, held November 20-21 in Detroit, featured a "Research in Action" exhibit. Outstanding was an electronically and mechanically operated nucleonic display

which showed the decay of radioactive carbon. The display also showed a typical application of radioactivity—the measurement of a detergent action.

Other exhibits included comparative performance of synthetic detergents, power laundry model, market development procedures, miniature rug washing machine, inhibited alkalies, detergent-sanitizers, a scale model of Wyandotte's new continuous-process CMC production unit, and visco-elastic properties of textiles.

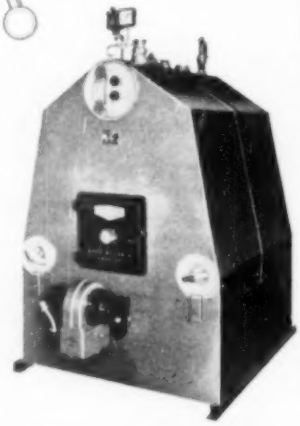
Dr. Thomas H. Vaughn, vice president of the Research and Development Division, closed the conference with a word picture of "Research in Action." President Robert B. Semple, speaking at the banquet, emphasized the importance of new products and foretold, based on studies of the Market Research Department, a stable ten-year period ahead and a bright future for the chemical business. Robert L. Taylor, editor of *Chemical Industries*, was the featured banquet speaker.

Completely New!

SteemAtic

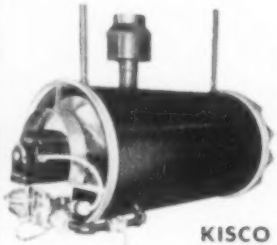
WATER TUBE BOILER

Kisco's Amazing New Development In Steam Production



The Kisco SteemAtic Water Tube Boiler is the long-sought answer to the demand for a compact, medium-small boiler that can be fired with any fuel . . . that is fast steaming, safe, efficient, completely insulated, easily accessible and highly economical. Write for catalog BSA-1.

KISCO "Q-T" STEAM HEAT RECIRCULATORS



There is rarely a plant that does not have a heating problem. You have the steam . . . Kisco has the heaters. It's a simple matter to install one or more units on your present steam lines. Write for Bulletin BSUH-1.

KISCO "GAS-HEET" RECIRCULATORS

The amazing heating unit that requires no steam or water connection. HEATS WITH HOT AIR . . . FIRED WITH GAS. It's compact, easily installed, completely automatic . . . economical to operate. Write for catalog BGUH-1.

Designers and Manufacturers of Boiler Room, Heating and Ventilating Equipment

Kisco Boiler & Engineering Co.

2814 DeKALB STREET ST. LOUIS 4, MO.

New "Stay Fresh" Treatment

A NEW method of controlling odors by means of a chemical added in small amount to drycleaning solvent has been announced by Conodize Sales Company, 911 Mahoning Bank Bldg., Youngstown, Ohio. According to the company's claims, the new process, known as "Conodize," kills all solvent or other odors in drycleaning or rug cleaning.

It is also claimed that Conodized garments stay fresh longer, resist easily absorbed odors, and overcome odors already in the garments, such as smoke, stale air, solvent, onions, cooking grease, dog and horse smells. Conodize is said to volatilize further with increased temperatures, so that its effects are increased by radiated heat and body heat. It is stated that Conodized garments can be stored indefinitely in the original packaging and that odor control is even throughout the garment.

According to the company announcement, the Conodize process has been developed after considerable research and experimenting, and has been tested by a number of cleaners in Ohio and Pittsburgh. The product will be marketed by distributors throughout the United States.

Yarway Bulletin

YARNALL-WARING Company, Chestnut Hill, Philadelphia 18, Pa., has just issued its Yarway Bulletin S-202 on Yarway Strainers. New material in the revised bulletin, which illustrates methods of installing strainers, includes pressure and screen data tables.

In announcing the bulletin, the company emphasizes the importance of the screen to a pipeline strainer, since a properly selected screen prevents rust, scale and dirt from clogging steam traps, reducing valves or other equipment installed behind the strainer.

Planning by Mail

AN engineering service based on detailed information furnished by the client has been introduced by Associated Planning Service, Inc., 82 Metlin Ave., Akron, Ohio. The company states that the service includes an engineering study, production analysis, and blueprints for the layout of equipment and a slickrack system.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Drycleaners acclaim TarGo —a Better Spotting Agent!

TarGo can be used wet or dry. Removes Marking Ink, Ball Pen Writing Ink, Lipstick, Oxidized Oil and Grease, Grass, Leather, Nail Polish, Aeroplane Dope, Paint, Tar, Pitch, Lacquer, Cement, Tannin Stains, etc.

Try TarGo for removing lipstick by adding it to the solvent in the wheel. Have the solvent low, then add from a pint to a quart of TarGo to a 20 lb. load. Shut off pump and run for 15 minutes. Many dry cleaners have saved themselves hours of time and headaches by this method. Try this method the next time you have a lipstick get loose in your tumbler.

Always try TarGo when other spotters fail!

Stains go with YellowGo, TarGo, InkGo, ColorGo, RustGo, and Penso

A. L. WILSON CHEMICAL CO.
The last word in Stripping and Spotting Agents
38 PASSAIC AVENUE, KEARNY, N. J.

Talley Named Unipress Distributor

THE Unipress Company, Minneapolis, Minn., has announced the appointment of the Talley Machinery Company, Greensboro, N. C., as exclusive Unipress distributor in Virginia, West Virginia and North Carolina.

ARCHIE G. ISRAEL

Archie G. Israel, vice president and treasurer of Talley, stated that the company will continue to offer a complete line of nationally advertised laundry equipment and a special maintenance service for laundries. E. J. Talley, founder of the 40-year-old company, is chief consultant and chairman of the board. Albert P. Friedman is president, and Ross Bell, with a record of 25 years of service with Talley, is plant superintendent.

Sanitone Appointment

KENNETH M. PETERSON, engineer for the Sanitone Division of Emery Industries, Inc., Cincinnati, Ohio, has been assigned to the Michigan and northern Ohio territory. He succeeds Charles Lamb who was promoted to district manager. Mr. Peterson attended Ohio State University.

New Rodin Assembly Reel

THE Rodin Machinery Company has announced its new "Rodi-Reel," an assembly wheel designed to save time and labor in sorting and assembly.

Specially designed ball bearings allow the reel to revolve with absolute ease, according to the manufacturer. Each reel can be divided into 50 or 100 divisions, which are already numbered and fitted with clips. There are adjustable screws at the base to fit uneven floors.

Further details may be obtained by writing Rodin Machinery Company, 930 E. 43rd St., Chicago 15, Ill.

Diamond Describes "Chemicals You Live By"

"THE Story of the Chemicals You Live By," a new 16-page booklet describing eight major groups of chemical products and their utilization in industry, has just been issued by Diamond Alkali Company.

Written in simple, nontechnical terms and attractively illustrated, this booklet reviews soda ash, caustic soda, chlorine, bicarbonate of soda, silicates, calcium

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Let Orvus Extra Granules Iron Out These Wet Cleaning "Wrinkles"

You'll like the competent way Orvus Extra pulls soil and stains from garments—in the wet cleaning wheel or on the scrub table. You'll like its extra cleaning power . . . and the safety it provides for all types of materials.

Orvus Extra gives excellent results in either hard or soft water. It removes lime soaps from fabrics and washwheels. It rinses freely. It leaves washed fabrics with the natural "handle" that customers like.

Try Orvus Extra. You'll find plenty of "extras" in this complete, multi-purpose synthetic detergent.

ORVUS

Procter & Gamble Cincinnati, Ohio

carbonates, chromates and specialty chemicals, pointing up the economic significance of each group.

Copies of this informative "primer" may be obtained by writing to Diamond's nearest district sales office, or to its general headquarters, 300 Union Commerce Building, Cleveland 14, Ohio.

Cataldi To Represent Sec

MICHAEL A. CATALDI

SEC-O-MATIC Corporation, Bloomfield, N. J., has announced the appointment of Michael A. Cataldi to represent the Sec cleaning system in the Philadelphia and southern New Jersey territories.

Mr. Cataldi has had wide experience in the drycleaning field, including owning and operating his own drycleaning plant for a number of years. He will make his headquarters at 1949 Lawyer St., Philadelphia, Pa.

Henderson Moves

THE Hugh G. Henderson Company, Houston 3, Texas, has announced its removal to its new building at 3204 Polk Avenue.

New Fur-Restoring Product

A NEW product for "revitalizing" damaged fur and leather has been announced by Bixbee Research, Inc., 56 S. 11th St., Brooklyn 11, N. Y. Known as Bixbee z20, the new formula is designed to re-oil, soften and stretch fur, sheepskin, mouton, suede and leather that has been burned, hardened, cracked, shriveled or shrunk by steam or in the drycleaning process. According to the manufacturer, Bixbee z20 does not leave the fur or leather oily nor affect the dye.

Literature giving details about the product may be obtained by writing to the company.

New Office File

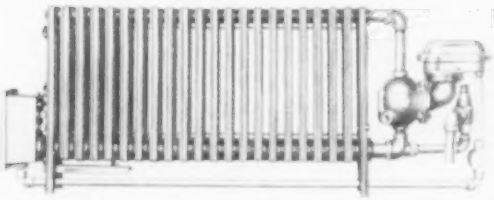
THE Cole Steel Equipment Company, 285 Madison Ave., New York, has introduced "The Bankers File," a heavy-gauge steel cabinet designed to keep records and supplies in order. The cabinet includes three letter files with spring compressors on ball-bearing rollers, and a storage compartment with two adjustable shelves under lock and key. It is available in olive

When writing to advertisers please mention The NATIONAL CLEANER & DYER

green or gray baked enamel finish. Width is 30½ inches, height 37½ inches, and depth 17½ inches.

Explosion-proof Radiator

AN Explosion-proof Electric Radiator for use where explosive industrial atmospheres are a hazard has been announced by the Burnham Corporation. It has been approved by Underwriters' Laboratories, Inc., for use in Class I, Group D atmospheres, including vaporized petroleum products, and Class 2, Group F and G atmospheres.



Radiator designed for use in atmospheres that may be explosive

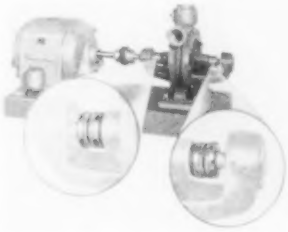
The radiator is completely electrical in operation, with thermostatically controlled heat output. Automatic controls prevent internal pressures from building up above 30 lbs. p.s.i. A float-operated switch shuts off current if, through neglect, the water level should drop below float level. Also, a mechanical relief valve operates automatically if, by any chance, a pressure of 30 lbs. p.s.i. is reached.

Both radiant and convected heat are produced. The radiator comes filled with a solution of water and Prestone-type antifreeze. The water is used over and over in operation, the announcement states, and the solution is heated by an immersion-type Calrod electric unit.

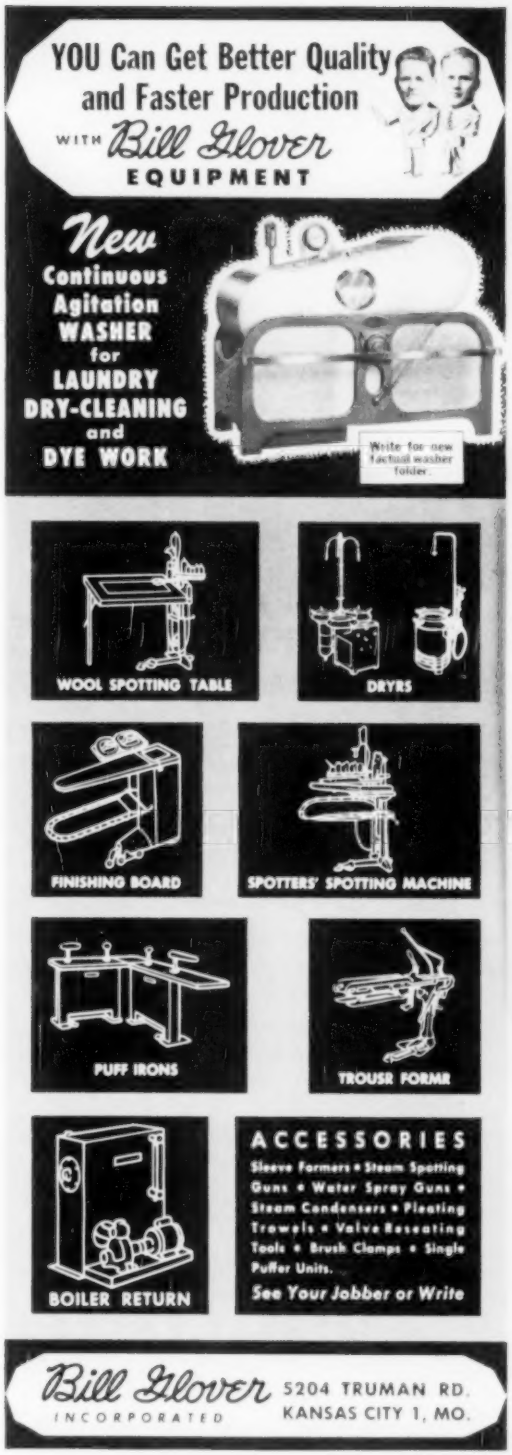
This explosion-proof radiator is available in a complete range of sizes. For descriptive literature write Burnham Corporation, Electric Radiator Department, Irvington, N. Y.

Schaub Announces New Pumps

THE Fred H. Schaub Engineering Company, 2110 S. Marshall Blvd., Chicago 23, Ill., has announced a new line of condensate and boiler feed pumps, known as the Master-Bilt line, for which maintenance-free operation is claimed. The new pumps include both Fleximatic mechanical seals which are said to eliminate conventional pump packing, and permanently lubricated ball bearings.



The photograph shows the external appearance of the Fleximatic mechanical seal which is said never to leak or score the pump shaft. Other features of the seal pointed out by Schaub are automatic adjustment of the seal face tension to internal pump pressure, ability to take up for nominal axial misalignment, and abil-



When writing to advertisers please mention The NATIONAL CLEANER & DYER

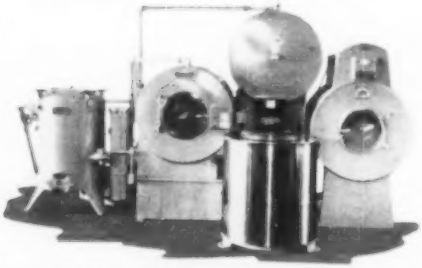
SUPERIOR Cleaning! FASTER Production

WITH

HAMMOND

A FULLY AUTOMATIC UNIT

"Ahead of the Times"



HAMMOND Automatic

DRY CLEANING UNIT

The Hammond Automatic Dry Cleaning Unit is the finest possible unit at the lowest possible price. It will give you faster cleaning and superior workmanship. The double output plants get from this wonderful, fully automatic Unit, enables them to pay for it in one year's time. Available in two sizes—30 or 60-pound capacities.

SPECIFICATIONS

- ★ Hammond Automatic Drycleaning Washer
- ★ Hammond Monel Screen Vacuum Filter with motor driven pump, bottom trap, sight glasses, prefabricated piping, control valves and cleanout tools
- ★ Hammond Stainless Steel Extractor
- ★ Hammond Master Drying and Deodorizing Tumbler
- ★ Compact horizontal storage tank with Magnetic Gauge, mounted on a steel cradle connected to unit
- ★ Special extractor solvent recovery tank with diaphragm (which control), strainer and magnetic valve, for putting extracted solvent back into the system

This unit has eliminated noise, vibration, and friction—all enemies of dry cleaning equipment. Completely Enclosed—streamlined and modernistic.

Write for terms and prices on this unit

Hammond

LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS

ity to run dry if necessary for several hours. The normal life expectancy of the mechanical seal is said to be two years.

Bulletin No. 91 giving full details is available on written request to the manufacturer.

Calgon Appoints Burdette

CALGON, INC., Pittsburgh, Pa., has announced the appointment of Charles W. Burdette as field representative for Calgon sales and service to cleaners and laundries in Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee and Virginia.

CHARLES W. BURDETTE

A chemical engineering graduate of Georgia Tech in 1935, Mr. Burdette has had extensive experience in both chemical plant and industrial sales work. He has been associated recently with a South Carolina engineering company as a sales engineer for boilers and boiler-room equipment. Before the war he had worked for several chemical and machinery firms. He served as commanding officer of a landing ship in the Pacific in World War II.

Mr. Burdette will temporarily make his headquarters with E. C. Mann, Calgon field representative, at Orangeburg, S. C.

Street Offers Prespotting Manual

R. R. STREET & CO., Inc., has announced the release of a new, complete Prespotting Manual. The 20-page manual is known as Street's Technical Bulletin No. 5300.

In addition to information and directions on the new "two-gun method" of prespotting, the manual contains chapters on prespotting and hand-brushing, color running and color changing, added moisture in prespotting vs. added moisture in machine cleaning, directions for drycleaning rainwear, precautions for quilted or quilted-lined garments, condensed directions for silk spotting, and a two-color reproduction of Street's Simplified Spotting Chart.

The prespotting manuals may be obtained without charge by writing on a company letterhead to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Ill.

Troy Transfers Fitzgerald

THE Troy Laundry Machinery Division, American Machine and Metals, Inc., East Moline, Ill., has

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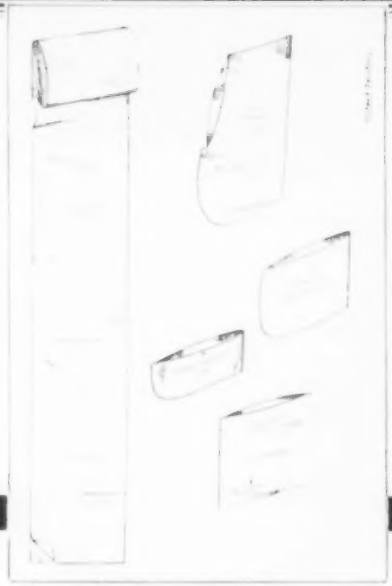
PANTS POCKETING

Now on a Spool
Cut and folded to right width

- **ELIMINATES WASTE**
- **SAVES CUTTING TIME**
- **IT'S GOOD'N HANDY**

Three kinds—Ivory White, Pearl Gray, Canvas Twill. $3.50—per 10 yard spool. Available Nationally through Distributors or write us direct.



manufactured by

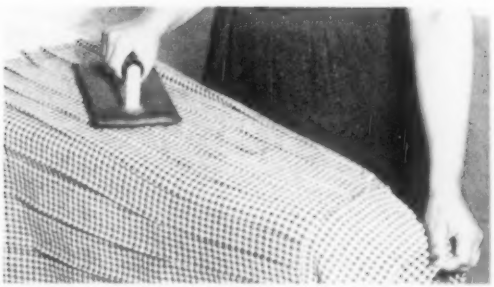
R. D. BUSSARD & SON 505 E. 5TH AVENUE ALBANY, OREGON

announced the transfer of John L. Fitzgerald to the western Pennsylvania territory, as sales representative. Mr. Fitzgerald has served for some time as sales representative for Troy on the West Coast, where he made a large number of successful laundry installations. His new headquarters will be in Harrisburg.

New Hand-Finishing Pad

A NEW type of finishing pad, known as the "Pur-Feet," has been introduced by Malman Mfg. Company, 3257 W. Chicago Ave., Chicago 51, Ill. A special feature of the pad is a handle, which keeps the operator's hand above the steam area and thus prevents burning. The pad is used like a regular iron. It is covered in specially treated nylon fabric, for which replacements are available.

The Pur-Feet Finishing Pad is designed for use



on a steam finishing board, for laying pleats, finishing lapels, peplums, revers, flares and flounces without shine; for use on a pressing machine when garments are steamed and brushed without use of the press head, especially for a machine finish on gabardine or serges; for use on puff units, steam finishing forms, or anywhere else that a hand pad is desired.

Two Dyeing Firms Form New Company

TWO well known Eastern rug dyers have joined forces to form a new firm, Lincoln-Hudson Rug Dyers, Inc., according to a joint announcement by Harry A. Gross and Henry Mahler, presidents of Lincoln Rug Co., Inc., and Hudson Rug Refinishing and Cleaning Corp., respectively.

While both the Lincoln and Hudson companies will continue to operate rug servicing and merchandising activities independently, they will consolidate their dyeing equipment and facilities in the new corporation. The purpose of the merger is to promote economies that will lead to various service improvements and expansion of research and development programs, the announcement stated.

Eugene W. Mahler, former Army officer and graduate of Columbia University's School of Business Administration, will be president of the new concern. He has been in charge of Hudson Rug's dyeing department for the past four years. Peter Gross, an executive of Lincoln Rug Co., will be vice president of Lincoln-Hudson. A graduate textile chemist, he attended Lowell Textile Institute and Massachusetts Institute of Technology. He has been associated with Lincoln Rug since

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"Start 1950 with the THRIFTY Combo CHECKER-BAGGER"

Hanger arm adjustable to any height. Step on foot bar to release.

The Combo Checker-Bagger greatly reduces your labor costs and increases the efficiency of your operations. These 8-in-1 features make this possible: a checking desk, bag storage unit, and a garment bagger—all in one! You can now check-out and bag garments in 9 seconds! Truly a small investment for the time and dollars saved!

- All garments bagged easily in a few seconds
- Prevents bag wastage due to soiling
- Eliminates need for a check-out desk
- Constructed of aluminum tubing with sturdy metal desk surface

SAVES—
Time, Money, Effort

Lower bag—slide it into bag from inside surface rack.

Hanger is raised to hanger to unload.

PRICE **$59.50** (model CCB) FOB CHICAGO
with casters—**$64.50**

"Another Thrifty for '50!"

The RODI-REEL

- Saves time and labor in sorting and assembling
- Revolves with absolute ease—specially designed ball bearings
- Adjustable screws at base to fit uneven floors
- Each reel can be divided into 50 or 100 divisions
- Each reel already numbered and fitted with clips

$82.50
F.O.B. CHICAGO

Order Direct or From Your Jobber — *Information Furnished Upon Request*

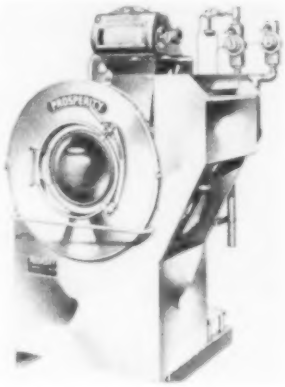
RODIN MACHINERY COMPANY
A DIVISION OF RODIN BROS. CO.
930 E. 43rd St., Chicago 15, Ill. • Ph. WAgner 4-2300

1930, and has been responsible for the development of its rug-dyeing service.

Lincoln-Hudson Rug Dyers, Inc., will be located at 900 Passaic Ave., East Newark, N. J. This is the present address of Lincoln Rug Company, which is moving soon to a newly acquired building in Newark. Hudson Rug Refinishing & Cleaning Corp. will remain at 500 E. 164th St., New York, N. Y.

Prosperity Introduces Automatic Washer

THE Prosperity Company, Inc., Syracuse, N. Y., has announced the marketing of a fully automatic 20-pound washer. The new washer combines the self-operating features of the Prosperity Semi-Automatic Washer with an automatic supply-dispensing unit. The latter premixes supplies as water enters the cylinder and adds soaps, builders, bleaches, sours, etc., in the proper amounts at predetermined intervals.



The Formatrol cycle timer controls water levels, dumping and refilling of the washer, and signals the operator when the cycle is completed.

All automatic processes are geared to management-prepared formulas which can be changed at will. Uniformity, economy of supplies, water and power, and the elimination of washroom confusion and possible carelessness are among the advantages attributed by the company to its new product.

Complete information on the Prosperity Fully-Automatic Washer can be obtained by writing The Prosperity Company, Inc., Syracuse 1, N. Y.

Gross Appoints Sandberg

NEIL C. SANDBERG

THE appointment of Neil C. Sandberg as factory representative for southern and western Illinois and southern Wisconsin has been announced by Edward B. Gross, president of Gross Machinery Co. of Buffalo, N. Y. Mr. Sandberg, a graduate of Columbia University, served as an officer in the U. S. Navy during the war, and was graduated from the National Institute of Cleaning and Dyeing school as vice president of his class. He recently completed a refresher course in the Gross plant.

With the appointment of Mr. Sandberg, Gross Machinery now has representatives in all the major markets of the country.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Procter & Gamble Plans New Laboratory

PLANS for the construction of a new research building on a 200-acre site near Venice, Ohio, have been announced by Richard R. Deupree, chairman of the board of The Procter & Gamble Company.

Architect's drawing of research building Procter & Gamble will erect

The two-story research building, according to the announcement, will house the most modern research equipment and laboratory facilities and will permit a material increase in the company's research and development activities. It is hoped that the building, which will cost an estimated $1,500,000, will be ready for occupancy in about two years.

J. G. Pleasants, vice president in charge of manufacture, emphasized that research has played an important part in the history of Procter & Gamble ever since the company's first laboratory was established in 1885 and that continued research is essential to protect the interests of the company's customers, employees and shareholders. He also stated that research has been very important to the consumer in reducing the price of products.

In extending its laboratories to an outlying area, Procter & Gamble is following the practice which many industries have found desirable in that it permits the proper part of its research and development work to be separated from its manufacturing activities.

Howells Joins Patek

NORMAN HOWELLS

PATEK & CO., San Francisco, Calif., has recently announced the appointment of Norman Howells to its sales staff in southern California. He will call on drycleaners and laundryowners in the San Diego area.

The new Patek representative, the announcement points out, looks upon his customer's problems from the plantowner's viewpoint, since he himself has been a successful plantowner, with particular emphasis on merchandising.

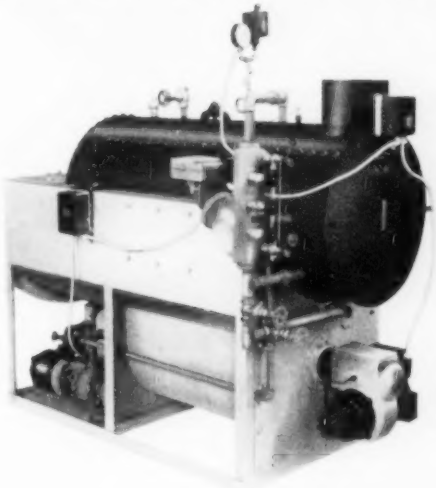
Western Laundry Machinery Officers

WESTERN Laundry Machinery Company, North Kansas City, Mo., has announced the resignation of D. C. Winters as vice president in charge of sales. Mr. Winters has resigned to devote his efforts to another business.

At a recent election of the board of directors of

BUY the Boiler that's Proving its LOW COST

THE COLUMBIA HRT



LOW FIRST COST
LOW OIL CONSUMPTION
LOW MAINTENANCE
HIGH STEAM OUTPUT

If lost steam dollars are eating away profits, the Columbia HRT is the boiler for your plant—because in this compact automatic unit, is built high operating efficiency based on a design that has proved itself over the years.

Construction of the HRT is of the best materials—and in addition, engineered simplification of design and construction have resulted in cost-saving advantages which benefit you. As a result, the HRT has greater heating surfaces than are usual in the same rating, the large combustion chamber permits over firing; the tubes are completely submerged for longer life; a special factory installed refractory and insulation minimizes heat loss from the combustion chamber—plus safety controls, easy access to tubes for cleaning, and other practical features.

The Columbia HRT operates with any conventional type oil burning equipment, which simplifies service.

Made in 3, 6, 10, and 15 HP ratings at 15 or 100 working pressures, the HRT is available with built-in condensate return system and feedwater pump.

The Columbia HRT can help stretch your steam dollars—take the first step—get in touch with us today.

COLUMBIA BOILER COMPANY
POTTSTOWN, PA.

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more drycleaners

Advertise

in the

NATIONAL CLEANER and DYER

Than in all other publications COMBINED

More than twice as many as in the second paper

Drycleaners want sure, fast results when they use classified advertising to sell or buy plants or equipment, to hire new employees, to seek new job connections.

That's why they send their classified ads to the NATIONAL MARKET PLACE in the publication they consider No. 1 in the Drycleaning Industry — The NATIONAL CLEANER & DYER.

the company, the following officers were chosen: W. E. Winters, president; K. J. Winters, vice president, and C. A. Wicks, secretary-treasurer.

Changeable Neon Sign

A NEW interchangeable neon sign has been introduced by the Neco Manufacturing Company, Inc., Auburn, Ind. The neon copy in the sign is changed by replacing or rearranging the individual neon letters, so that a neon display can be made in a few minutes.

Model demonstrates ease of changing letters in Neco neon sign

A selection of letters, figures and novelties makes it possible to change a display at any time, the manufacturer states.

Patek Announces New Product

A NEW rust remover has been introduced by Patek & Co., 1900 16th St., San Francisco 1, Calif. The product is packaged in what the manufacturer terms a plastic "dropsat-a-time" dispenser bottle. According to Patek, the new package puts the rust remover where you want it and does away with the problem of applying too much of the product to the stained area at one time.

Further details may be obtained by writing the manufacturer.

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SOLICITING YOUR SUEDES

RENARD'S
Suede & Leather Cleaners & Renovers
41 Madison Ave. (at 24th)
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Renard's

FROM NEW YORK TO HOLLYWOOD

Renovating and cleaning of all your fine suede things . . . by an expert! Fresh, colorful beauty for your suede coat, weskit, suit, handbag or gloves. Careful, tested method. You will be thrilled with the clear, glowing colors and new appearance your fine suedes take on when renovated by . . .

TESTED METHODS

WRITE FOR WHOLESALE RATES

Molded Pail for Handling Corrosives

A NEW molded pail, utilizing a virgin rubber base compound and other features for safety and serviceability in handling acid and alkaline chemicals, has been developed by Stokes Molded Products, Inc. The 3-gallon pail is supplied with graduated markings for measuring 1 to 12 quarts or 1 to 3 gallons.

Further information may be obtained by writing to Stokes Molded Products, Inc., Trenton 4, N. J.

American Adds Rochester Warehouse

A NEW warehouse providing thousands of square feet of storage space has been erected by The American Laundry Machinery Co. adjoining its factory at Rochester, N. Y. Increased business made the new building necessary, the announcement stated, in order

Architect's drawing of American Laundry Machinery Co.'s new warehouse

to make more productive space available in the company's Rochester factory, which includes a large foundry.

In addition to the Rochester factory and foundry, American also operates manufacturing units at Cincinnati, Ohio; Chicago, Ill.; Kenilworth, N. J. and Toronto, Canada.

Small Business Reference Guide

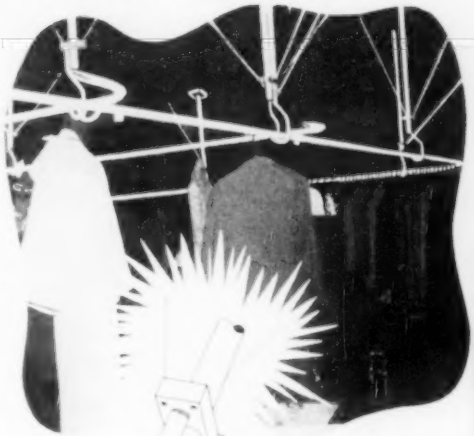
Information Sources for Small Business. Ohio Small Business Handbook Number B-5. Third Edition, Revised. Bureau of Business Research, The Ohio State University, Columbus 10, Ohio. 50 cents.

THIS Handbook is intended to provide operators of small business of all kinds with a classified and annotated list of sources of information on problems encountered in establishing or operating a business. It shows what published information is available and where it may be obtained. The new edition has been completely revised and brought up to date. z z

DO IT YOURSELF

with TIME SAVERS PRE-ENGINEERED

"HI-SPEED" RAIL FITTINGS!



Above—Actual "HI-SPEED" Installation.

Left—Suspension Set consisting of:

Adjustable Clamp

Rail Hook

Flush Coupling (with right and left threads for easy assembly).

It's no trick to install your own Speed Rail system when you use Time Savers' "HI-SPEED" Rail Fittings. Forget welding, tapping, threading and drilling. Time Savers Flush Coupling is the magic key to flexible construction. Sturdily designed with bored hole for rail hook—no welding of hook to line. Simply insert flush coupling into pipe ends and screw up tight against shoulders of coupling for perfectly smooth, strong unions. Easily installed—easily taken apart.

Switch in, switch off with our ready-made switches and branch-ins. "HI-SPEED" insures the routing of work in your laundry or cleaning plant with the precision and flexibility of a railroad yard, saving your precious dollars.

Send us your layout today for free estimate. Our engineering dept. will make necessary suggestions, without obligation.

"HI-SPEED" Rail Fittings—sold by the better jobbers.

☐ Send your "HI-SPEED" Manual.
☐ Send your latest catalog.
Name
Firm Name
Address
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Name of Jobber

PIONEERS IN PRE-ENGINEERED FITTINGS.

Time Savers, Inc. 1950

TIME $AVER$
83-99 Walnut St. • Montclair, N. J.

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"ALL-IN-ONE"

FOR BETTER SPOTTING

And More Customer Satisfaction

Thumb Controlled
MASTER
Spotting Gun

Quality built complete spotting unit—No condenser necessary. Simply attach hose direct to steam line **$12.50**

4½ ft. Statik hose, 2 clamps and valve $4.00

If your jobber cannot supply you write us direct

NEWHOUSE COMPANY

1125 E. Colorado Blvd. • Glendale, Calif.

Rainbow Dye Works

109 South 16th Street, Louisville 3, Ky.

25 years in Louisville under the same management.

WHOLESALE DYERS OF

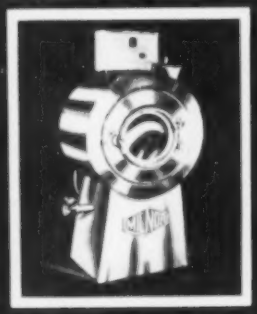
RUGS and CARPETS

Wool Rugs 11c per Sq. Ft.
Cotton Rugs 13½ per Sq. Ft.

Satisfaction GUARANTEED to you and your customer or dyeing charges refunded. Write for Samples, Mailing Aids, etc.
Our process insures beautiful shades, fast to future cleaning or shampooing.

MILNOR ALL STAINLESS STEEL LAUNDRY WASHER

25 & 50 POUND DRY WEIGHT CAPACITY

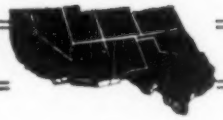


ALL STAINLESS STEEL CYLINDER, SHELL, BOTTOM SKIRT & SOAP CHUTE, TOP MOUNTED MOTOR & MOTOR CONTROLS—AWAY FROM SPLASHING WATER & STEAM. LARGE SIZE DUMP VALVE, PRELUBRICATED BALL BEARINGS, OVERSIZE TRUNNIONS, DIAL THERMOMETER, QUIET RUNNING V-BELT DRIVE, AUTOMATIC CYCLE TIMER WITH SIGNAL LIGHT & AUTOMATIC DUMPING AVAILABLE

PELLERIN MILNOR CORP.
NEW ORLEANS, 18, LA. U. S. A.

PEOPLE AND PLACES

SOUTH WEST



Construction of a new cleaning plant to be operated by Grady Lucas has begun on Broadway, Hooker, Okla.

Lloyd H. Smith has announced intention to sell his interest in Lloyd's Cleaners, 729 El Camino Real, Palo Alto, Calif., to his partner, Carmelo Tripodi.

Jack Stittsworth, owner of Paris Cleaners, Larned, Kans., has announced installation of new finishing equipment.

Wheeler's Cleaners has been opened by Mr. and Mrs. Charles L. Wheeler at 218 Base Line, San Bernardino, Calif.

Gorsage Cleaners, Wellsville, Kans., has installed new equipment.

Cotten Cleaners, San Juan, Tex., has been sold by T. C. Cotten to Mr. and Mrs. Jos. Stanford. The business will be known as Clover Cleaners.

The new plant of Humma Cleaners at 14513 Erwin St., Van Nuys, Calif., has been opened by proprietors Sam C. and Elmer B. Humma.

L. C. Meigs, owner of Meigs Cleaners, 102 N. Lewis, Tulsa, Okla., has built a plant addition to house a shoe repair service.

Thrifty DeLuxe Cleaners has been opened by Del Gerber at 1014 N. Peck Rd., El Monte, Calif.

Tower Cleaners and Laundry, 5465 Ocean View, Montrose, Calif., has been purchased by William J. Mechura.

Mr. and Mrs. Al Wohlford, owners of Silver Cleaners, Kansas City, Kans., have purchased Avenue Cleaners, 1268 Kansas Ave.

French Cleaners, 5 W. Pine St., Lodi, Calif., has been sold by Robert and Rolland Heon to Mr. and Mrs. L. W. Van Doren.

Martin Dry Cleaners, Hearne, Tex., has installed a shirt laundry.

Parkway Cleaners has been opened by Mr. and Mrs. Roy Bibber at 2482 Salvio St., Concord, Calif.

Park Cleaners has opened a dry-cleaning establishment in the new Lakewood Post Office building, Village Rd., Long Beach, Calif., under the management of M. T. Brown. The firm operates five other plants.

A. W. Williams has purchased the interest of his partner, Calvin Thompson, in Modern Cleaners, S. Main St., Springfield, Kans.

Howard Cleaners, Foothill Blvd., Tujunga, Calif., has been taken

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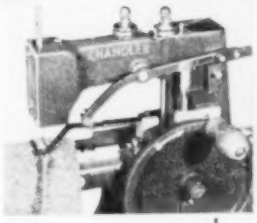
CUFF TACKING MACHINE

A Real Time Saver

So simple to use—anyone can be a skilled operator within a few minutes! No more thread changing—puts on invisible tack in trouser cuffs with one simple movement! Many other uses—replaces belt loops, shoulder pads, ornaments.



Write For Details

Chandler Machine Company
West Street, Ayer, Mass.

SONOMOR
STRAIGHT STEEL PINS

TOPS in QUALITY

SONOMOR
STEEL SAFETY PINS

TOPS in SERVICE

SONOMOR
WIRE GARMENT HANGERS

TOPS in ECONOMY

More and more laundries and dry cleaners are standardizing on Prym SONOMOR pins and hangers.

More and more bulk users are coming to appreciate Prym's dependable quality, service and economy.

Prym pioneered pins made of steel, and Prym enameled quality garment hangers are unsurpassed.

Insist on Prym's SONOMOR QUALITY.

For Brass Pins of QUALITY — Prym's Aristocrat.

William PRYM INC.
DANBURY, CONNECTICUT

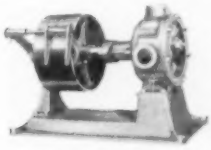


Fig. 8
FLAT BELT-DRIVE UNIT

For smooth, efficient handling of all types of clean liquids, there is a Viking pump built in the size and style to meet your needs.

Viking pumps are especially built for use on dry cleaning stills and filters.

Ask for free bulletins 602C and 203C.

VIKING
AN HONORED NAME IN PUMPING

Viking PUMP COMPANY
Cedar Falls, Iowa

over by Mr. and Mrs. H. E. Metzger.

Ralph Ragozzino is constructing a new drycleaning plant for Ralph's Cleaning and Tailoring at Bowdler and Corinth, Dallas, Tex.

Frank Fernotta has been granted permission to build a drycleaning establishment on Alvarado Rd., San Jose, Calif.

Huff's Cleaners, Eldorado, Okla., has redecorated and remodeled its quarters.

Tip-Top Cleaners has been established by Douglas N. French and Marcus E. Bates at 2338 S. Bradford Ave., Placentia, Calif.

Dale and George LaDow, operators of Model Cleaners, Manhattan, Kans., have opened another plant, in Cowker City.

A new building has been constructed at 140 N. Rosemead, East Pasadena, Calif., in Jamie Wolcott's Cleaners, owned by Alex G. Weber.

Orville Hamlin has announced plans to open a cleaning establishment in the Hiland Shopping Center on Fifth St., Garland, Tex.

A drive-in plant for Vieira's Pittsburg (Calif.) Cleaners has been completed at 585 Central Ave. The firm, which is owned by Lyle Vieira and his sons Jack, Greg and Keith, will open in its downtown location on E. Fourth St. as a branch soon.

May Love has announced intention to sell Lovey's Cleaners and Dyers, 201 S. Woods St., Los Angeles, Calif., to Judy Schicke.

Model Cleaners, Morgan Hill, Calif., has moved to a new location on S. Monterey St.

Allen Gelwick has purchased the equipment of Hoover Cleaners, Bristow, Okla., from Byron Hoover, and will consolidate the plant with Fairview Cleaners.

Anthony and Hughes Dry Cleaners and Laundry has been opened at Richmond, Calif., by Jack Anthony and Jimmie Hughes.

A drycleaning plant has been opened by Lester M. Sibard at 3742 12th St., Riverside, Calif.

G. N. Holt, owner of Larchmont Village Cleaners, 8023 E. Imperial Highway, Downey, Calif., has announced addition of shoe repair and tailoring departments.

H. B. Sharp, owner of Modern Cleaners, Sand Springs, Okla., has purchased Modern Cleaners and Laundry at Tulsa.

Alhambra Terrace Cleaners, 1728 S. New Ave., San Gabriel, Calif., has been opened by Messrs Geddes Cates and Billie Holbrook.

The plant of Grimes Cleaners, 115 Sayles Blvd., Abilene, Tex., has been enlarged by Leslie Grimes.

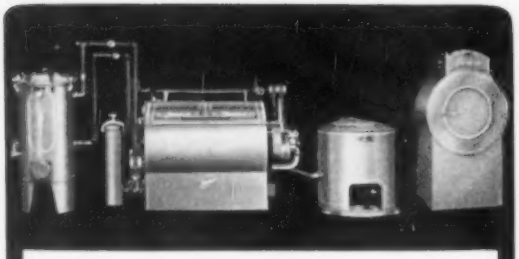
Superior Cleaners, N. Broadway, Walters, Okla., has been sold by Ralph Brockhausen to Don and Bill Vickers.

New equipment has been installed by Mr. and Mrs. Ed Haynes at Township Cleaners, 487 Mission St., Livingston, Calif.

Home Cleaners, 1218 Military Ave., Battle Springs, Kans., has been sold by Dallas Jeffries to Alton Willard.

Russ Prouty and Myron Stone, partners of A-Bar-A Ranch Cleaners, 7210 Overmonth Ave., Orange Park, Calif., have constructed and re-equipped a new cleaning plant.

When writing to advertisers please mention The NATIONAL CLEANER & DYER



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Twenty-three years of successful manufacturing experience devoted to assembly line, low cost production of dry cleaning unit systems is a prime reason why you should write for a quotation from Standard NOW.

WRITE FOR FOLDER NC50

Standard LAUNDRY & CLEANING MACH. CO.

6900 Maple Avenue, P. O. Box 7251, Dallas, Texas
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MANUFACTURERS OF COMPLETE DRYCLEANING EQUIPMENT, TUMBLERS, EXTRACTORS, FILTERS, AND DRYCLEANING WASHERS

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NEUTRACIDE

A cop to stop
— running and contact stains on colored work

Wet cleaning departments of dry cleaning plants, rug cleaners and laundries will find NEUTRACIDE the sour that can be depended on to be "true to the colors."

It reduces formation of bacteria, eliminates odor and acts as a mordant. Neutralizing power is high. Economical too . . . soluble one pound to the gallon.

Order from your jobber, or direct. Dept. N-2

LEWIS NATIONAL CORPORATION
29 Sleeper St.
Boston 10, Mass.

NORTH CENTRAL

Newberry (Mich.) Cleaners has been sold by Mr. and Mrs. Angelo Fingatore to William Bissell.

Don Lamoureux has purchased Peter Pan Dry Cleaners, Bruce, Wis., from Matt Goodson.

Village Cleaners has been opened by Roger Knowes on E. Second St., Port Clinton, Ohio. The firm's plant is located in Oak Harbor.

Mr. and Mrs. Norman E. Butler are remodeling the Byers cleaning establishment, Cameron, Mo., which they recently purchased.

Mr. and Mrs. M. L. McFarland have assumed management of Lynn (Ind.) Cleaners, which they had established some years ago.

The new plant of Star Cleaners, owner by Glenn B. Wardle, was opened recently on Highway 79 E., Marshall, Mont.

Haymaker Cleaners, Rock Island, Ill., has opened a branch office at 310 W. First Ave., Milan. The firm's owner, J. J. Haymaker, will celebrate this year his fiftieth anniversary in the cleaning business.

Badger State Cleaners & Dyers, Inc., Burlington, Wis., has been incorporated by Sal Marrio and Frank Bulak.

Percy Fenn has sold his dry-cleaning establishment at 134 W. Friendship St., Medina, Ohio, to Eddie Rayner and Mrs. Virginia Bright.

Stacy's Cleaners, Kewanee, Ill., has opened a downtown branch in the Hotel Kewanee.

Guy Thurlkeld has completed installation of dry-cleaning equipment at his Mulberry, Mo., plant.

A dry-cleaning establishment has been opened by Peter Vanos at New Buffalo, Ind.

Evans Cleaners and Dyers has been opened at 29 W. 159th St., Harvey, Ill.

Scottee Cleaners, 54 E. Court St., Franklin, Ind., has been sold by H. E. Davis to Mr. and Mrs. Harrell Vornehm.

Kenny's Cleaners has been incorporated at Belleville, Ill., by Kenneth F. and Betty J. Jenkins and Thomas N. Ferguson.

William Anderson has sold his rug cleaning establishment at Delavan, Wis., to J. G. Lerwick.

H. B. Fiser has purchased an interest in Spic & Span Cleaners, Bonneville, Mo., in association with W. J. Sense.

Ziker Cleaners, South Bend, Ind., has reopened its Goshen branch at 204 N. Main St. The firm serves 23 cities in Indiana and southern Michigan.

Nu-Way Cleaners, Sullivan, Ill., has been purchased by J. H. Fox.

Mr. and Mrs. Ray Gegenheimer, owners of Virgine Cleaners, Bridgeville, Ind., have installed new cleaning equipment.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

THE FIRST BIG IMPROVEMENT FOR REMOVING LINT WITH A "NEW-LOOK" FINISH ON YOUR GARMENTS

FAST & SANITARY

Weighs but 3½ lbs. Perfectly balanced for upright use. Never tires the user. Costs so little only $49.50. Does so much. Cleans, blows, sprays, moth-proofs. Cleans cuffs and inside seams like magic. Thousands of satisfied users.

SEND FOR CIRCULAR

"Little Wonder" ELECTRIC Whisk-Brush MACHINE

Also Mfgrs. Patented "Needle-boards" for Pressing Velvet and Nap fabrics materials without shine or glaze.

AMERICAN PRESSBOARD CO. 110 W. 30th St., New York 1

for the trademark of economy

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BASKETS
HAMPERS
TRUCKS

-from your dealer!

BETTER QUALITY—LONGER LASTING

CANVAS DANDUX PRODUCTS

C. R. DANIELS, INC.
Daniels, Maryland

Decatur (Ind) Dry Cleaners has been sold by Paul Hansel to Lee Gilling.

Julius Morgan has purchased the interest of Clifford Ebben and is now sole owner of Crite-tors Dry Cleaners, Augusta Ave.

Vic Schik, owner of No-D-Lay Cleaners, Kansas City, Mo., has opened a branch office at 2445 Independence Ave.

NORTH EAST

Mrs. Sonz Ashodian has been granted a permit to operate a drycleaning establishment at 25 E. Eagle Rd., Oakmont, Pa.

Keenan Cleansing, Inc., has been incorporated at Pawtucket, R. I., by J. Frederick Murphy, Paul B. McMahon and Diana A. Tatersian.

New England Cleaners, Inc., has been opened in a newly constructed plant on Center St., Millerton, N. Y. Officers of the firm are: Albert Berger, president, James Holden, vice president and treasurer, and Mrs. Albert Berger, secretary.

The name of Jay Dee Cleaners, 48 Barnes St., Passaic, N. J., has been filed by Norman Kirby.

A new drycleaning plant, known as Arlington Cleaners and Launderers, has been opened at 1094 Massachusetts Ave., Arlington, Mass., by Bruce Graves and Gordon MacLeod, owners of Arlington Laundry, 785 Massachusetts Ave.

Colonial Cleaners, Inc., has been opened at 448 Cottage Rd., Portland, Me., by Robert B. Fullansbee and Maurice R. Viens, both veterans.

La France Drycleaners, Shelby St., Youngstown, Ohio, has been opened a branch at 111 Walnut Ave., Sharon, Pa. The company operates 42 stores in Pennsylvania and Ohio.

Tower Cleaners & Tailors, 56 Seventh Ave., New York, N. Y., has been transferred by Raymond Lelaer.

Charles Hatem, operator of a drycleaning plant at 33-35 Westford St., Lowell, Mass., has been granted permission to construct a building addition.

Mrs. Mary Leathers has purchased from Kenneth Eschinson Ken's Cleaners, Brinton St., Pittsburgh, Pa. The business will be known as Leathers Cleaning, Pressing, Laundry.

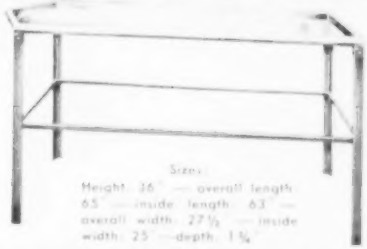
Star Cleaning, Butler St., Lawrenceville, Pa., has been taken over by Lou Manno.

Charles and King Custom Cleaners, Inc., 281 Riverdale Ave., Yonkers, N. Y., has merged with Hussey Stewart, 541 S. Broadway. Charles and King also operates stores in New York City at 73rd St. and Madison Ave. and at the Parc Vendome Apartments, W. 57th St.

Kochian Cleaners has been opened at 403 Hillside Ave., Holyoke, Mass., by Jack Kochian. The owner is an Army veteran.

it's WHITE for lifetime...

DRYCLEANING & LAUNDRY EQUIPMENT



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AT ONLY $69.50 F.O.B. NEWARK

There is no substitute for smooth stainless steel for wet cleaning tables. WHITE wet cleaning tables resist acid, cleaning fluids, steam and water perfectly. Their rugged construction assures a lifetime of service. Rounded corners prevent garments catching. GUARANTEED for a year against defects in material or construction.

Send for details. If your jobber cannot supply you, send us his name or write direct.

WHITE Machine Company
104-106 Livingston St. Newark, N. J.

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Make Your Spotting Machine Do Double Duty!
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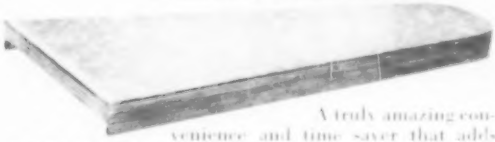

A truly amazing convenience and time saver that adds immeasurably to the service you get from your Spotting Machine. On or off in a second, the COLUMBIA SPOTTING TABLE ADAPTER gives your spotter "another pair of hands." Has genuine Formica top that will not crack, chip or peel. Trimmed with 2½" rustproof Aluminum moulding. Snugly fits over Cissell or Glover boards. Use it for pre-spotting, fancy or regular spotting.

TWO MODELS
ONE FOR CISSELL
ONE FOR GLOVER
SPOTTING MACHINES

$18.75 ea.

See Your Jobber Or Order Direct

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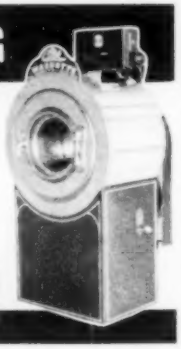
CONTROLLED WASHING

Cook **WASHETTES**

- Stainless Steel Construction
- Clear Vision Door
- Front End Loading
- 25 lb. and 49 lb. Capacity
- Write Today for Details



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LOST MARKING TAGS MEAN LOST GARMENTS

Be sure with **ARMA**
Daily Delivery Marking Tags

Marking tags mentioning wash and dry garments can be a problem . . . but not if you are using Arma Daily Delivery Marking Tags. These tags are design to withstand the rough handling that garments must sometimes endure in the processing procedure. Increased strength of tag material, plus the fact that the tag is snapped with the patent fastener to an integral part of the unit, combine to give the dryerman and laundry a marking tag that meets all the requirements of plant processing.

Contact your jobber today — samples on request

PITTSBURGH TAG COMPANY
1112-20 Galveston Ave., Pittsburgh 12, Pa.

DOMINION OF CANADA — NEWFOUNDLAND

John Thom has been granted permission to construct a dry-cl. plant at Nelson, B. C.

Albert Linden has sold his interest in New Capital Cleaners, 79 Main St., Newmarket, Ont., to L. Trepanski. R. H. Bedford remains part owner of the firm.

Main Cleaners has opened a plant at Main St. and Old McLellan Rd., Cloverdale, B. C.

Open house was held recently for the new plant of Drewwell Cleaners on Main St., Alfred, Man.

Sani-Brite Cleaners has been opened at Lake Cowichan, B. C., by Dudley S. Williams and George M. Leitch.

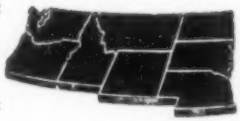
An extensive program of enlarging and re-equipping has been completed by Page The Cleaner, 9548 118th Ave., Edmonton, Alta.

Robert L. Barkey and **Gilbert V. Burton** have established Vertron Dry Cleaners, Maillardville, B. C.

Nu-Way Cleaners has been opened by Walter J. Young at Cunard and Agricola Sts., Halifax, N. S.

The proposal to sell Rand Service Stores Ltd., subsidiary of Burnett's Ltd., Montreal, Que., to R. F. Miller has been turned down at a special meeting of stockholders. W. E. Holland and H. S. McGee have been elected directors to replace M. H. Dubuyer and Bert Chenevert. Mr. Chenevert will be secretary, replacing D. S. Kane, a director, and Mr. Dubuyer will become assistant secretary.

NORTH — WEST



New drycleaning equipment has been installed by owner D. F. Dennison at Dependable Cleaners, Fifth Ave., Ellensburg, Wash.

Mr. and Mrs. W. C. Collins, operators of Hoppner Cleaners, Hoppner, Ore., have begun construction of a new cleaning plant. They have purchased from Mrs. Adelle Hannan the equipment of Hoppner Cleaners, which they had been operating on lease for several years. New equipment will also be added, the owners announced.

Emory Lebold has retired from Kennedy City Cleaning Works and Cloverdale City Cleaners, Salem, Ore. Elmer H. Kennedy and Clayton Foreman remain as partners in the businesses.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

HUDSON for superior RUG DYEING

Rug dealers from Maine to California prefer HUDSON because:

- We are equipped to give fast efficient service.
- We have won a reputation for skilled craftsmanship in 20 years of service to the trade.
- Our color matching and redyeing will satisfy the most discriminating clientele.
- Our prices are right.

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LINCOLN-HUDSON Rug Dyers, Inc.

900 Passaic Avenue East Newark, N. J.

WORTH LOOKING INTO!

OLSON Filters are *always* worth looking into!

And when you start comparing filters . . . whether for a new installation or a modernization program . . . be sure you consider the following points:

Will it give crystal clear filtration . . . fast? Is it the right capacity . . . and size? Is it easy to operate, to keep clean? Will it save time and money over other types? And last—but important—will the employees prefer to work with it over all others?

Make your own test in any way. You'll always come up with the same answer . . . OLSON FILTERS do the best job fast, easy and economically.

Write for free folder

OLSON FILTRATION ENGINEERS, Inc.

Ashley (N.D.) Dry Cleaners has been purchased by Leonard Boessler from Alex Galuska and Willie Herman.

Central Point (Ore.) Cleaners, owned by Mr. and Mrs. Ken Pellett, has moved to a newly constructed plant on Pine St.

Sam Sprague, owner of Sheridan Cleaners, Plentywood, Mont., has purchased Plentywood Cleaners from Ed Askelson. Mr. Sprague planned to combine the two plants.

A new drycleaning establishment has been opened at Oberlin, Ore., under the management of Frank Tsukamaki.

Charles Harris has taken over operation of Hart's Cleaners, Dallas, Ore., from Merle and Eldon McDermott.

A cleaning-room addition to Plattsmouth (Neb.) Cleaners, 401 Main St., has been constructed and the plant remodeled by proprietor Williamson.

Sellwood (Ore.) Cleaners, 8315 S.E. 13th, has been purchased by Hal K. Stephen.

N-L Cleaners has been opened by Al Kinney and Eugene Wilhelm in a newly constructed plant at 221 E. First St., Dickinson, N. D.

Ingram Cleaners has been established by Mrs. Clara Ingram at 120 Spaulding Ave., Brownsville, Ore.

Vashon (Wash.) Cleaners has been sold by John Fritz to Clyde A. LeVoie and Roy A. Johnson.

A new plant and storage vault will be constructed for Black's Cleaners at S.W. 46th and Hamilton, Portland, Ore.

The 25th anniversary of Ron Brown in the cleaning business was recently celebrated at a surprise party given by Newell Hall, his partner, and employees of Mobilla Cleaners, Mobilla Ave., Oregon City, Ore.

SOUTH EAST

An open house to celebrate the completion of a three-year modernization program was held recently at Prather's Laundry-Drycleaning plant at 301 Walker St., Lake Wales, Fla.

Quick Cleaners, Inc., has been established by W. H. D. Wheat, Jr., and Clarence Shepherd at Main and Dwyard Sts., Cynthiana, Ky.

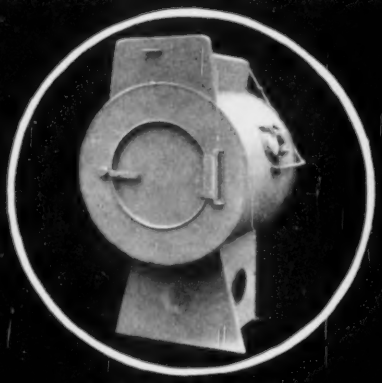
A new drycleaning plant has been opened at Titusville, Fla., by Fred and Frank Shepherd.

Hancock Dry Cleaners, 1556 N.W. 36th St., Miami, Fla., has been sold by B. C. Hancock to Mrs. Rose W. McWhorter.

Brownie's Drive-In Cleaners has opened its new plant at 1011 N. Main St., East Point, Ga. The old location at 1004 Jefferson Ave. will be maintained as a branch.

Modern Cleaners, Monette, Ark., has been sold by Mr. and Mrs. Harry Adams to Mr. and Mrs. Alfred Cockrell.

GAS OR STEAM HEATED TUMBLER



Fast drying service, brings in new customers.
Increases your drying capacity.
100% V-belt drive, no gears, no chains.
All ball bearings packed in grease.
Increased production pays for tumbler.

MARVEL MANUFACTURING COMPANY
113 Live Oak Street San Antonio, Texas

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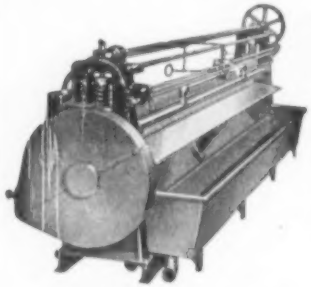
Rid your Boiler of
SCALE • CORROSION AND FOAMING . . . THE EASY LOW-COST WAY . . . *USE*
DOCTOR BOILER
The scientific scale remover with "COLLOIDIZING ACTION"
See your distributor or write
DOCTOR BOILER, INC., DALLAS, TEXAS

BOCK
EXTRACTORS
The most efficient time and money saving Extractor on the market.
Made in 15", 17" and 20" sizes.
Send Us Your Inquiry.
BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

PRESS COVERS THAT LAST 260% LONGER
If you are cost conscious and quality minded you will be interested in the savings that can be made by installing
THERMOTEX READY-MADE COVERS
on all presses. Here are a few typical examples of endurance:
16,250 shirts on a swing bosom.
180 hours—11,200 shirts on a 4 leg press.
260% longer on a Tilter Cuff Press.
THERMOTEX is now available in cut covers with nylon drawstrings—or by the roll.
Remember there is only one THERMOTEX and it is a product of H. Kohnstamm & Co. Inc., and sold only by Kohnstamm representatives. Accept no substitutes.
H. KOHNSTAMM & CO., INC. 89 PARK PLACE, NEW YORK 7, N. Y. OFFICES IN PRINCIPAL CITIES



The Bertsch Rug Wringer
Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.
BERTSCH & CO. CAMBRIDGE CITY • INDIANA •

SAVE $20-$50 per order
buy
PURGE-O-SOL
Dry Cleaning Soap Concentrate
One gallon makes more than 8,000 pounds of clothes. Mix this concentrate yourself and save not only storage room, but many dollars on each order of dry cleaning soap.
$9 gal.—$35 per case
CHEMICAL COMPANY
Hopewell, Va.
DRY CLEANING SOAPS AND SPOTTING AGENTS

OBITUARIES

George E. Klee, 59, a partner in the Automatic Rug Cleaning Company of Rochester, New York, died November 23 of a heart attack.

Adolph Lowy, 71, secretary and treasurer of Kem Laboratories, Bronx, New York, died suddenly on October 13. An accountant by profession, Mr. Lowy became actively associated with the laundry industry in 1916 as president of Phillips Steam Laundry, then New Style Laundry which finally merged with North American Laundry Co.

Mr. Lowy was a pioneer in laundry organizational affairs, serving as president of the Manhattan and Bronx Laundry Board of Trade. In 1934 he became associated with Kem Laboratories. He was a member of Pilgrim Lodge 890 F. & A. M. and a 32d degree Mason. During World War II he served the American Red Cross in a voluntary capacity as an executive in the Disaster Relief Service.

Mr. Lowy is survived by his wife, by three sons, Sidney Martin, production manager of Wallach's Laundry, Dr. Edward J., president of Kem Laboratories, and Dr. Milton M.

Charles H. Rudd, 68, operator of Rudd's Cleaners, Cle Elum, Washington, died recently. He is survived by his wife and a step-daughter.

Clair Smith, 68, part owner of S and S Dry Cleaners, Gainesville, Florida, died November 8. He was a member of the Masons and Elks. Survivors include his widow, a daughter and two sons.

Charles N. Waterman, 63, secretary and director of H. Kohnstamm & Co., Inc., died November 27 after a short illness. Mr. Waterman entered the employ of Kohnstamm in 1908 as an office boy. Later he organized the company's export department and for many years directed the purchases of supplies and materials. He is survived by two daughters.

Philip C. Zink, 62, retired secretary of Zink's, Inc., drycleaners of Erie, Pennsylvania, died November 25 after a long illness. He had been associated for many years with his brother, Jacob F. Zink, president of the firm.

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LEATHER CLEANING

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KIRK'S 7320 MELROSE AVENUE LOS ANGELES 46, CALIF.

GROSS STAR

aluminum GRID PLATES

ARE 99% FREE FROM "NICKEL" MARKS

Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages.

up to 46" .. $13.50
mushroom .. 10.00
over 46" ... 17.50

from your jobber

L. BEHRSTOCK CO. 1708 S. State St. Chicago 16, Ill.

MEETINGS SCHEDULED

January 14, 15 and 16—National Institute of Rug Cleaners, Annual Convention and Exhibit, Statler Hotel, Washington, D. C.

January 21 and 22—Louisiana Laundry and Cleaners Association, Annual Convention, Hotel Bentley, Alexandria.

February 3, 4 and 5—Iowa State Cleaners & Dyers Association and Nebraska Cleaners Association, "Little National" Convention, Fontenelle Hotel, Omaha, Nebraska.

February 13 and 14—Utah State Cleaners Association, Annual Convention, Newhouse Hotel, Salt Lake City.

February 22 and 23—North Carolina Association of Launderers and Cleaners, Annual Convention, Sir Walter Hotel, Raleigh.

March 8 and 9—Georgia Laundry and Cleaners Association, Annual Convention, Atlanta Biltmore Hotel, Atlanta.

March 12, 13, 14 and 15—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, North Pier, Chicago, Illinois.

March 23 and 24—Texas Laundry and Dry Cleaning Association and Oklahoma Laundryowners Association, Joint Convention, Baker Hotel, Dallas.

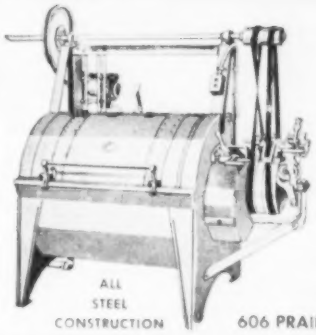
April 16, 17, 18 and 19—Laundry & Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, Hollywood Beach Hotel, Hollywood, Florida.

May 4, 5 and 6—California Drycleaners Association, Annual Convention, Long Beach.

May 17, 18 and 19—Laundry & Cleaners Allied Trades Association and Laundry and Dry Cleaning Machinery Manufacturers Association, Annual Convention, "Moraine-on-the-Lake," Highland Park, Illinois.

May 28, 29 and 30—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Royal Alexandra Hotel, Winnipeg.

October 7, 8 and 9—American Institute of Laundering, Annual Convention and Exhibit, Boston, Massachusetts.



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AMAZING WASHER VALUE!

AS LOW AS **$450**

"BUILT TO LAST FOREVER"

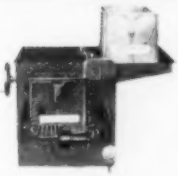
NATIONAL Machinery Corp.

606 PRAIRIE, HOUSTON, TEX.

DIPS GARMENTS IN WATER REPELLENTS

2 to 4 TIMES FASTER!

Increase your profits with this fast, efficient Speedux Dipmaster. Its output is *double* that of any other make! With second basket, output is *4 times greater!* Features thorough, 3-way agitation. Reversible aluminum cover may be used as scrubbing board. Hands need not touch solution.



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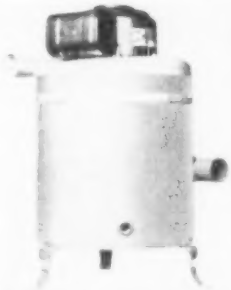

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COMPACT. Only 27" high

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Where Buyers and Sellers Meet

10c a word for the first insertion and 8c a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15c a word, first insertion; 10c a word for subsequent, consecutive insertion. Minimum charge—$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5c a word for first insertion, 4c a word for each subsequent, consecutive insertion of same ad. Minimum charge—$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Extra white space between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 1074-2

LAUNDRY PLANTS and **DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other sections: **WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 6, N. Y. Tel.: REpublic 9-5016 1431-2

Modern fully equipped synthetic drycleaning plant. New equipment. Prices $1.25. Gross $850 to $900 weekly. $27,000. $19,000 handles. For further information, write Box 801, Blythe, Calif. 3144-2

Drycleaning plant in Buffalo, N. Y. Average sales volume last 5 years $95,000 annually. All modern motor-driven equipment, practically new. Centrally located. Can be bought very reasonably with or without real estate. **ADDRESS:** Box 3021, **NATIONAL CLEANER & DYER.** -2

MODERN SOLVENT PLANT AND LAUNDRY. ESTABLISHED FOR 38 YEARS IN LARGE OHIO CITY. Four stores, two agencies, three trucks and wholesale. 40% cash. Balance on contract at 5%. **ADDRESS:** Box 3224, **NATIONAL CLEANER & DYER.** -2

SOLVENT PLANT IN SOUTHERN CALIFORNIA FOR SALE. Mostly wholesale. Established 24 years. Real estate and business $45,000 or **WILL SELL** business and **LEASE** property. **ADDRESS:** Box 3258, **NATIONAL CLEANER & DYER.** -2

MODERN SOLVENT PLANT in Southwestern town of 8,000. New equipment. Good location. Cash and carry. Good prices. With good building. Average net profit for four years 25% of gross sales. 35% cash sales, $25,000 includes real estate. 50% cash payment. **ADDRESS:** Box 3203, **NATIONAL CLEANER & DYER.** -2

Solvent plant in southern New Mexico. Doing average of $1,500 per week. Established for 20 years. All new equipment. Land and buildings included. $75 per month from rental property. Asking $75,000. Can be financed. Write: J. O. Patten, 131 N. Water, Las Cruces, New Mexico. 3285-2

Drycleaning plant for sale or rent. 15 minutes from New York City. Located in **NEW JERSEY.** Owner is 70 years old and desires to retire. **ADDRESS:** Box 3293, **NATIONAL CLEANER & DYER.** -2

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Dry Cleaning Plant, Solvent, St. Petersburg, Florida. 1948 Gross $35,000. Well-equipped plant capable of larger volume. Store equipped for tailoring and pressing in excellent downtown location. Leases with option, both locations. 50% Retail, 50% Wholesale. Write Box 274, Station A, St. Petersburg, Florida. 3325-2

WILL SACRIFICE FOR $16,000 CASH (75% WILL HANDLE) WELL ESTABLISHED BUSINESS. GROSSED $45,000 LAST YEAR. HIGHEST PRICES IN COUNTRY. LIVING QUARTERS. LOCATED ILLINOIS. ADDRESS: Box 3331, **NATIONAL CLEANER & DYER.** -2

LARGE WESTERN PENNSYLVANIA TOWN. COMPANY OPERATING UNDER THREE DIFFERENT NAMES WISHES TO RETAIN ONE NAME ONLY, DESIRES TO SELL PLANT (GOOD LOCATION) MODERN NAPHTHA DRY CLEANING EQUIPMENT AND TWO NAMES, PLANT AND EQUIPMENT WORTH $85,000 AT A GOOD LOW PRICE. WILL SELL PLANT, EQUIPMENT AND TWO UNITS, ONE CONSISTING OF THREE ROUTES AND PLANT STORE (VERY OLD NAME) AND ONE UNIT CONSISTING OF FIVE CASH AND CARRY STORES (ESTABLISHED OVER 20 YEARS). VOLUME OF THESE UNITS LAST TWELVE MONTHS $98,814. SELLING PRICE $100,000. ADDRESS: Box 3333, **NATIONAL CLEANER & DYER.** -2

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CLEANING PLANTS FOR SALE (Cont'd)

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Have real opportunity for someone. Will sell excellent little cleaning plant, very near Dallas, for down payment of less than $5,000 and allow long terms for balance. For further information write — Paul Elliott, 3021 Delano, Albuquerque, New Mexico. 3345-2

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WELL ESTABLISHED DRYCLEANING PLANT in **SUNNY** Central **CALIFORNIA. DOING $500 WEEKLY BUSINESS.** Owner retiring. Priced to sell $18,750. **ADDRESS:** Box 3387, **NATIONAL CLEANER & DYER.** 2

CLEANING PLANTS WANTED

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CLIENTS WAITING, PLANTS WANTED. ALL SECTIONS. ABBOTT BROKERS, 110 E. 42nd ST., NEW YORK 17, N. Y. MU 6-6273. **Reg. Broker.** 3046-1

Experienced drycleaning plant operator and manager wishes to purchase plant of $700 to $1,500 per week in Middle Atlantic states, South or Florida. Must be going business, clean and well equipped. Give full details in letter. **ADDRESS:** Box 3294, **NATIONAL CLEANER & DYER.** 1

PERSONAL

ATTENTION!! MONTANA DRY CLEANERS AND LAUNDRYMEN: You are invited to become a member of the Montana Laundry Owners and Dry Cleaners Association. Send for information P. O. Box 1207 or Herb's Montana Cleaners, Great Falls. Old members, send your 1950 dues to Jim Robinson, care of National Laundry and Cleaners, 1100 First Avenue, North, Great Falls. We need you all to make this the biggest and best convention in the history of the association. Convention will take place at Great Falls in the spring of 1950. 3362-35

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Man with little capital to tie up with modern plant. Would like to substitute present wholesale business for retail stores. We have two stores now and choice locations for others. Write: Tri City Cleaners, 3 Garden Alley, Albany, N. Y. 3354-11

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First-class presser, wool and silk dresses. Fast, young man, experienced. Write to Louison Cleaners, Whitesboro, Texas near Sherman, Texas. 3274-7

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Manager-superintendent for laundry and drycleaning plant in Midwest. In city of 40,000. Must be thoroughly experienced in all phases of plant operation including wage incentives. Must familiar with sales and advertising. Attractive position for the right party. **ADDRESS:** Box 3268, **NATIONAL CLEANER & DYER.** -7

Wanted: **PRESSER**, silk and wool, quality and production, steady, retail only. Towne Cleaners, 781 Madison Avenue, Albany, New York. 3380-7

Excellent opportunity for capable cleaner and silk spotter, must be qualified to take charge of cleaning room, willing to accept responsibility and train new employees; must be sober and steady worker. Plant located in Western New York State. When answering this ad give full information and wages expected. **ADDRESS:** Box 3381, **NATIONAL CLEANER & DYER.** -7

EXCELLENT OPPORTUNITY FOR OUTSTANDING DRY-CLEANING PERSONNEL. ALASKA'S LARGEST, MOST MODERN DRYCLEANING PLANT NEEDS COMPETENT, FIRST-CLASS OPERATORS IN VARIOUS CAPACITIES; capable of turning out high **QUALITY WORK** on a production basis. Openings for silk spotters, wool spotters, spotter-pressers, wool pressers and fancy silk pressers. All applicants must furnish references, which will be investigated. See article, "Fun in Alaska," in November 1948 issue of National Cleaner & Dyer. Write or phone **PEACOCK CLEANERS, INC., ANCHORAGE, ALASKA, BOX 104, TOP** producers only. 3256-7

SITUATIONS WANTED

SILK SPOTTER, PROFESSIONAL, HUBBARD GRADUATE IN DRYCLEANING, SPOTTING AND WETCLEANING. ADDRESS: Box 3382, **NATIONAL CLEANER & DYER.** -5

Silk spotter and drycleaner. An all-around man. Steady and sober. 25 years of experience. Quality work. **ADDRESS:** Box 3243, **NATIONAL CLEANER & DYER.** -5

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MANAGER. Operating plants $5,000 to $10,000 a week, available Jan. 1st. Will open negotiations with organization doing quality or production work. Give full details on what you have to offer. Married, sober and use modern operating methods. **ADDRESS:** Box 3310, **NATIONAL CLEANER & DYER.** -5

WORKING SUPERINTENDENT, N.I.C.D. GRADUATE. Retail and wholesale experience; progressive production man able to train help, dependable and steady, desires a permanent position. **ADDRESS:** Box 3261, **NATIONAL CLEANER & DYER.** -5

Experienced drycleaner and laundryman (Graduate N.I.C.D.) seeks management position with progressive drycleaner or laundry. Very good at improving methods. Location within 50-mile radius New York City. **ADDRESS:** Box 3356, **NATIONAL CLEANER & DYER.** -5

EXPERIENCED PLANT MANAGER or **SUPERVISOR**—married—47—no children. Will consider **ANY LOCATION** if you are looking for an **AGGRESSIVE, CAPABLE, EXPERIENCED MAN. ADDRESS:** Box 3380, **NATIONAL CLEANER & DYER.** -5

Steady position wanted. Exceptionally good man, competent in all branches of the trade, able to instruct new and old help. 30 years experience, can furnish best of references. **ADDRESS:** Box 3375, **NATIONAL CLEANER & DYER.** -5

STEADY FAMILY MAN, age 42, now specializing in **SPOTTING** in the Drycleaning Course at **OREGON TECHNICAL INSTITUTE**, seeks permanent position as a spotter or plant foreman in a **QUALITY** plant. Will be available upon graduation—February 22, 1950. Omar C. Finley, Oregon Technical Institute, Oregtech, Oregon. 3376-5

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MANAGER or **SUPERINTENDENT POSITION WANTED. CAPABLE** of **HANDLING** the **LARGEST PLANTS IN THE BUSINESS. HAVE THOROUGH KNOWLEDGE** of **THE TRAINING AND HANDLING** of **EMPLOYEES, REGARDLESS OF COLOR OR CREED. CAN GIVE BOTH PRODUCTION AND QUALITY. MARRIED, RELIABLE, WILL ACCEPT LARGE OR SMALL PLANT. BEST REFERENCES GIVEN. ADDRESS:** Box 3381, **NATIONAL CLEANER & DYER.** -5

Spotter, silk and wool—synthetic or 140-F. Experienced dry and wet cleaner. Excellent references—New York City and suburbs. **ADDRESS:** Box 3383, **NATIONAL CLEANER & DYER.** -5

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Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard-Sinotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

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RE-WEAVERS SINCE 1920. Send us your next damaged garment or ask for price-list. **FRENCH TEXTILE CO., 432 AVENUE "A," ROCHESTER, N. Y.** 153-29

RE-WEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE**—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

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BURNS, TEARS, HOLES, re-woven perfectly in all materials. Service—small jobs, 1 day, large jobs, 1 week. Wholesale prices. We pay return postage. Free estimates if requested. Satisfaction guaranteed. Lower prices. **THRIFTY WEAVERS**, 310 St. Clair Street, **TOLEDO 4, OHIO.** 215-29

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